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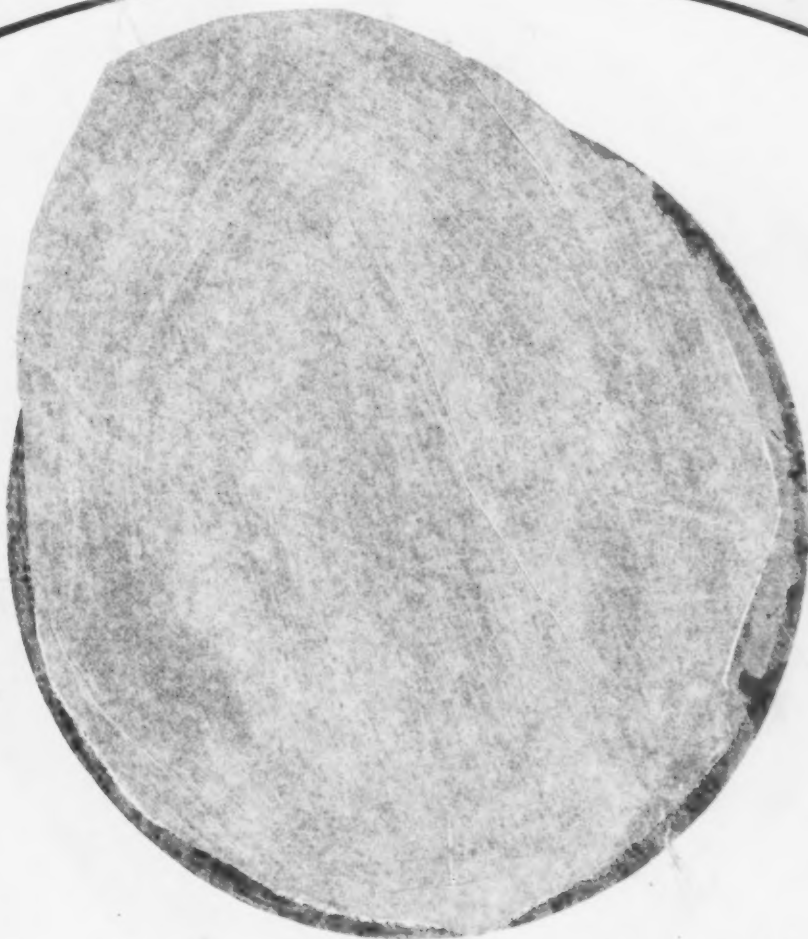
The American Perfumer

and Essential Oil Review

14 CLIFF ST., NEW YORK

PERFUMER
PUBLISHING
COMPANY

JULY
1922
VOL. XVII
NO. 5



(SEE PAGE 9)

AMERICAN CAN COMPANY

(STOPPER FACTORY)
NEW YORK

OTTO of ROSE d'OR

For the perfumer who seeks to employ the full rich fragrance of the rose there is only Otto of Rose d'Or, distilled exclusively from selected blooms of the superb red roses of Kazanlik.

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NEW YORK

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TWENTY-FIVE CENTS A COPY.

NEW YORK, JULY, 1922

Vol. XVII, No. 5

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FLAVORING EXTRACT MANUFACTURERS HOLD FINE CONVENTION

The thirteenth annual meeting of the Flavoring Extract Manufacturers' Association of the United States held in July at Atlantic City had fewer important problems confronting the members than some of the recent memorable conventions when the very existence of the industry was almost apparently awaiting the guillotine of dry law enforcement. Gordon M. Day, an original member and a worker ever since, was elevated to the presidency, succeeding Robert E. Heekin, who also has been indefatigable as an officer of the association. The other new and old officers all are of the strong timber that has made the association a conspicuous success as compared with other organizations.

The Flavoring Extract Manufacturers' Association has had to fight from its start, first to get organized, which it did successfully before the menace of prohibition became a reality. The new first vice-president, R. H. Bond, has long been chairman of the Legislative Committee, and by and with the aid of other officers and members has been an important factor in saving the industry from practical annihilation. He is in a more important position now than ever and it will help him in his fight, which appears to be never ending, against the red tape that the dry law people seem unwilling to cut off, but which as in the matter of T. D. 3335, they have tried to double, with a time limit of September 1. This delay means more work for some loyal and energetic F. E. M. A. men, including Mr. Bond, that ought to be absolutely unnecessary.

From the very first the Flavoring Extract Manufacturers' Association, as a body and individually, has gone to the extreme limit in upholding the Volstead law, regardless of what private opinions might be held, and a year ago it appointed a Vigilance Committee to smoke out all violators in the industry. The report of this committee is given in full in the convention proceedings. It is an illuminating document. As a matter of fact attempts to violate the prohibition law through clandestine manufacture of flavoring extracts practically ceased soon after the F. E. M. A. put out its warnings to gather in all offenders for the dry agents. In view of the attitude of the association from the start and the intensive and successful measures it has pursued in the last two years to weed out all illegitimate manufacturers of flavoring extracts, it was a source of disappointment to some of the members to have one of the prohibition lawyers make a warning address to them instead

of complimenting them on the 100 per cent clean record of the industry that they have accomplished by the use of their own money and efforts.

The F. E. M. A. members applauded the promise of the Anti-Saloon League lawyer that the league would not interfere with the flavoring industry, as well as some of his patriotic remarks. But some of them, who had heard other prohibition agents at previous conventions make glowing promises of friendship to the flavoring extract industry, which were filled reversely, just listened. There might have been no "vote of thanks" if the members who applauded Mr. Wheeler personally had known that his unprogramed remarks were to be spread out to the country in the daily newspapers as a stinging "rebut to the flavoring extract industry."

PURE INDUSTRIAL ALCOHOL NOT SECURE

That Vigilance, like Friendship, must absolutely cover both sides of any situation or condition, is indicated anew in an article in a recent issue of the *N. A. R. D. Journal* under the caption "A Serious Attack on Alcohol," which will interest all legitimate sellers and users of alcohol in the industries that depend upon it:

"At the convention of the International Sunday School Association in Kansas City, on June 26, Wayne B. Wheeler, general counsel for the Anti-Saloon League of America, is credited with having made the following statement:

"Crimes related to liquor have fallen off materially, and all existing crime induced by drink proves our contention that alcohol provokes crime and should be eliminated."

"As alcohol enters into the manufacture of more than 5,000 different articles regarded as necessary to the public welfare, the representatives in Washington of those industries and professions using alcohol for non-beverage purposes, as is authorized by the Eighteenth Amendment to the Federal Constitution, are calling the attention of their organizations and industries to Mr. Wheeler's latest attack on alcohol as such. This is regarded as very serious, because Mr. Wheeler's organization leads in legislation and administration and is followed blindly by the well-meaning prohibitionists of the country.

"Moreover, Congress and the executive departments of the Federal Government are largely influenced by Mr. Wheeler's organization and its propaganda. It was with the greatest difficulty that the representatives of pharmacy and the drug trade, including the N. A. R. D., defeated Mr. Wheeler and Judge Volstead before the house judiciary a year ago last June, when it was proposed to amend the Volstead Act so as to require the premedication of all alcohol in distilleries, or bonded warehouses, before its withdrawal for manufacturing medicines and for other industrial purposes."

MODEL REPLY TO AN UNJUST CRITICISM

Our perfumery and toilet goods clientele are advised to keep in mind the points made by Frank K. Woodworth, business manager of the American Manufacturers of Toilet Articles, in his recent letter calling to account a New York newspaper for an article unfairly attacking the joint industries. The article was headed "The Cosmetic Urge," and after referring to its appearance Mr. Woodworth made the following comments, the tenor of which often might be used in similar protests to other newspapers that make attacks on these industries:

Even though this article is written in a facetious vein, it is liable to be harmful if read by unthinking people.

The toilet goods industry is a very large one in this country and it is more important than appears on the

ONE DIFFERENCE BETWEEN LIVE BUSINESS MEN AND THE DYING AND DEAD ONES

(G. L. Caswell, in the *Inland Printer*)

Recently a man who has in the past done a considerable business said he found his line so eternally gone to pieces that he could hardly pay his rent. "But," he said, "it will come back in a year or so. I haven't been advertising at all for a long time, as it would be an added expense," he went on, "but I think I will do some again now, anyway." And that just about explains why his business has gone to pieces—he hasn't advertised at a time when he needs advertising to create business. He says the advertising would be an added expense! He added expense because he did not advertise, and he did not know it.

Said another business man: "The way I am well known is through advertising, and it is the way I shall keep myself and my business well known. It takes only about a month for people to forget the noblest dead man, while in a year they ask who he was, anyway. *The man in business who does not advertise nowadays is dying, and people will forget him and his business unless he starts making a noise and attracting attention.*"

Buy your advertising space because it is a necessity, an investment in business, not an expense.

surface. Baby talcum and cosmetics do much for the general welfare. The Manufacturing Perfumers' Association (now the American Manufacturers of Toilet Articles) has never heard of lead poisoning occurring through modern cosmetics and toilet articles, although the association has been in existence since 1894. Lead in no way enters into the manufacture of any toilet article, whether it be perfume or powder. Certainly the American toilet goods manufacturer can point with pride to the safety and high standard of quality of the various products he offers.

The legitimacy of many items sold over the toilet goods counter in any of the retail drug and department stores cannot for a moment be doubted, and it has been the American manufacturer's privilege, through his ingenuity of package, to set the style the world over for many toilet articles.

It must not be overlooked, furthermore, that the Food and Drugs Act passed by Congress a few years ago is a further safeguard as to the purity of many toilet articles.

It will be very helpful to the industries if our readers will take up similar newspaper attacks and reply to them, or perhaps call personally on the editors and ask to have the true side set forth, the latter sometimes being the more effective. We have no doubt Mr. Woodworth would be glad to have them utilize his ideas, or even employ his phraseology.

NEW YORK NOW LARGEST CITY

A comparison of the population of the metropolitan areas of New York City and London has recently been completed by Dr. Laidlaw, Executive Secretary of the New York City 1920 Census Committee. He found the population of our Metropolitan District, including an area with a radius of nineteen miles from the City Hall, on Jan. 1, 1920, was 7,820,676. The population of a similar territory in London's district on June 19, 1921, was 7,476,168. This, therefore, gives the New York section 344,508 more inhabitants than the London territory, although the latter had an advantage of eighteen months in which to increase.

GLASS BOTTLES IN GREAT BRITAIN, WITH A POSSIBLE AMERICAN OPPORTUNITY

American bottle manufacturers will be interested in the following about perfumery bottles which was disclosed recently in the British Safeguarding Industries inquiry which is being conducted in London:

Ralph P. Gosnell, of John Gosnell & Co., Blackfriars Road, S.E., gave evidence from the perfumery manufacturers' point of view. He said the perfumery manufacturers of Great Britain used a considerable number of glass bottles of various kinds, and had always been to a large extent dependent upon imported bottles, because their requirements had never been catered for adequately in their own country. The glass manufacturers who were working for the imposition of a duty stated that they had laid themselves out to effect mass production, but mass production was not consistent with special catering for such a trade as the perfumery trade, because in the sale of perfumery and toilet preparations the purchasers were interested in obtaining for their goods a wide range of patterns, in order to individualize the productions of various firms.

The English bottle manufacturers never had produced, and were not likely to produce in the near future, bottles of the kind mainly required by the perfumery trade. The important consideration was that the production of perfumery manufacturers of Britain was largely for overseas markets. Prior to the war quite 75 per cent was thus disposed of. A very serious handicap would be placed upon the British export trade if difficulties were placed in the way of obtaining bottles. The position was already acute, owing to the method of levying spirit taxation in Britain, which put British manufacturers at a 16 per cent disadvantage.

Here is food for serious thought by American manufacturers of bottles for the perfumery and toilet goods trades. At first glance, it might seem that the higher costs of labor here and ocean freights, not to delve more deeply into tariff and other costs, would prohibit American competition with British manufacturers in this line, but the general American excellence of product and the unwillingness of British glass makers to individualize for their patrons could easily work out a new and lucrative field for enterprising American firms that might find on careful study that this is a real, instead of a theoretical, opportunity for export expansion. We shall be glad to hear from our glass clientele.

LIFE, DEATH AND SENTIMENT IN TRADE

We occasionally receive an inquiry from some new friend asking why we print "IN MEMORIAM FOR DEPARTED FRIENDS." In this department on another page we mention the demise of G. M. Gaskill, who is set down therein as the "first life member of THE AMERICAN PERFUMER'S clientele." Should he be forgotten? Various wise men in trade often have voiced the opinion that business and sentiment should be kept as far apart as the North Pole and the South Pole and never should be twain, but there are many others who believe that not even death should end friendship in forgetfulness. Often there are times when the flowers may well be bestowed during life.

Flowers need not necessarily be of Nature's brand, but oftentimes some extra courtesy or favor extended to a struggling merchant or firm is far more valuable than would be the entire contents of a great floral conservatory spread at the bier of someone who in life was liked up to the point of giving the material help, which might postpone the eternal summons, or pave the way for a happier mortal ending.

The florists advertise: "Say It With Flowers!" That is

OUR ADVERTISERS

WHITING-PATTERSON CO., INC.

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Fancy Papers

THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
14 Cliff Street, New York City.

Gentlemen: We have just completed advertising with you for one year and we want to express our satisfaction at the results we have obtained.

We are still deriving benefits as the result of our advertising with you and we take this occasion to wish you a very prosperous 1922.

Very truly yours,

WHITING-PATTERSON CO., INC.,
WILLIAM B. PITTS, Import Dept.

good advice, but it does not travel far enough in business. There need not be too much sentiment in business, but there should be a leaven, and those who practice the principle, among whom we know many friends, find it retards the gray hairs, promotes trade and benefits not only all concerned but the Nation as well.

PERILS IN SELECTING TRADE NAMES

On page 210 we reprint a most interesting article on "Dangers of Illogical Perfume Nomenclature," by Mr. W. G. Ungerer, because it affects practically all of our allied industries, in addition to the perfumery trade, for which it was written. There have been numerous clashes in the right to trade names lately, more of them having been, somewhat oddly, on the right to use names on raw materials than on finished goods, the manufacturers of the latter products apparently paying more attention to the possibility of legal and other troubles than the primary sellers.

When one of our clientele decides on a new name for some product, the most practical second step is to find out if the name already has been made a legal trade mark. That can be ascertained easily by communicating with the PATENT AND TRADE MARK DEPARTMENT of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW. This department has been at the service of our readers for many years.

Progressive firms should keep in touch with new names. A little first hand information before adopting some name that cannot be lawfully used might often save the cost of printing an expensive price list or catalogue that would only serve as evidence against the firm or person issuing it.

24-HOUR LAW IN LATIN AMERICA

The official day in many Latin American countries is divided into twenty-four hours numbered consecutively from 1 A. M. and ending at midnight. The midnight hour is sometimes designated as zero instead of twenty-four. Thus 4 o'clock in the afternoon is 16 o'clock according to this scheme, and 9 o'clock is 21 o'clock. In Argentina, for instance, it is compulsory to use this twenty-four-hour system in connection with any public document such as a theater program, contract, mortgage, or judgment of a court, and the old system is prohibited, excepting that in theater programs it may be used concurrently with the twenty-four-hour system.

AN IMPORTANT STEP IN THE TARIFF

On page 217 of this issue details are given by our Washington correspondent regarding the elimination of the embargo on synthetic organic chemicals from the pending tariff bill by the Senate sitting as a Committee of the Whole. The bill is again to be voted upon in the Senate, but, as our correspondent points out, the possibility of restoring the embargo is very slim indeed.

For all practical purposes the licensing system may be regarded as eliminated from further consideration, and will come to an end as soon as the pending tariff bill is enacted into law.

Trained Washington observers believe that this will take place about September 1 to 15. The selective licensing system exists at the present time under the Emergency Tariff Act, which act will automatically end when replaced by the permanent tariff bill now under consideration.

A SURVEY OF THE PERFUME BUSINESS

The remarkably large response to the investigation of the Bureau of Advertising of the American Newspaper Publishers' Association in various markets of the United States as to the standing of certain brands of extracts and toilet goods with a view of disclosing the possibilities for marketing new brands and increasing present sales, which is printed elsewhere in this issue, reveals care and thoroughness. The conclusions accordingly are not to be taken lightly.

It is idle to deny that the preponderance of favor for higher priced perfumes is shown in almost every market throughout the country for French products. A careful analysis of the individual reports, however, reveals some interesting facts. Two leading French perfumers run far ahead of all others; and a semi-French house easily runs third. These houses are undoubtedly the ones that have strived most to please their American customers in the variety and delicacy of their odors; in the artistry of their packages; and in their widespread, costly and high grade advertising. It is a singular fact that four American perfumers who have been most zealous in following out the same merchandising ideas are quite frequently classed with the two leading French perfumers as producers of highest quality products—even ahead of four or five other French perfumers, some of whom have been established for many years! The tendency is so pronounced as to convince even the most skeptical that American manufacturers may produce fine perfumes that will rank with the best produced abroad. Once this is done American manufacturers need have no fear for the future. The experience of the textile interests in meeting foreign competition in linen and in silk suggests the remedy for American perfumers who aspire to the markets now supplied all too plentifully by their French competitors. The course of industry is ever the same: What has been before, will be again.

One of the interesting conclusions to be drawn from a consideration of the individual reports is the evident eagerness with which dealers would welcome new perfumes and new toilet goods lines with the significant qualification that they be of superior quality and artistically packed. In a number of cases considerable emphasis was placed on the necessity for an attractive package.

Taken as a whole the evidence of the far-reaching extent of French competition in the field of the higher priced perfumes is not conclusive. American manufacturers have been

MELLON SEES GOOD YEAR FOR BUSINESS

The new fiscal year, which has just begun, will prove a prosperous one for the business interests of the United States, in the judgment of Secretary of the Treasury Mellon, who has an inside and wide range perspective on banking and trade conditions.

The steel trade, he said, looks bright and promising, while the railroads are increasing their orders for cars and rails, which indicates that they are preparing for increased business. Crops are good, and if the coal strike was out of the way there would be no cloud on the business horizon.

Secretary Mellon added that the country must look for some slowing up in the Autumn, but this "will be natural and a good thing," he believed, although he did not think this would mean anything to retard the movement toward renewed prosperity.

alert to seize the underlying principles by which French perfumers have won their popularity; American manufacturers have made great strides in the past few years; and it yet remains to be seen if American ingenuity will not again win for perfumery what it has done for fine textiles—a dominant position in the markets of the world.

DR. LADD'S FREAK PACKAGE BILL

Everybody thought when Dr. E. F. Ladd, formerly head of the Food and Drugs Division of the State of North Dakota, became a United States Senator most of the troubles of food and drug trades would be ended so far as the Senate was concerned. As before mentioned, Dr. Ladd found it expedient some time ago to introduce Senate Bill 3,290 affecting all manufacturers of packaged goods. It is opposed by practically all of the associations. *Standard Remedies* summarizes the situation:

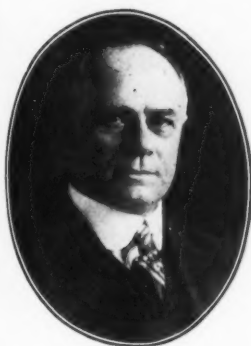
"Dr. Ladd's bill seeks to accomplish exactly the opposite of what was sought to be accomplished by the Calder bill. It is destructive; it would destroy all decisions and rulings; it would put goods into the exclusive control of the State the moment they were unloaded by the carrier, and thereby take them out of the control of the Federal government wholly and absolutely. Federal regulations would no longer apply and the Federal government would have very little left to regulate. Instead there would be 48 State regulations with no Federal pattern, which means chaos, lack of uniformity, much trouble, and no benefit.

"Manufacturers might to advantage write to the members of the Senate, although we find it very hard to believe that a bill of this kind, opposite in trend to practically all recent legislation, would have any serious chance of becoming a law."

RETAIL BUSINESS BOOSTS BAROMETER

Business in the United States has improved and stabilized during the Spring months of 1922, according to the Monthly Review of Retail Trade prepared by the National Retail Dry Goods Association. Various factors have contributed to both improvement and stabilization, notable among them being price reductions which, as was demonstrated during 1921, served to maintain the national sales volume; reduction of unemployment attending increase of industrial activity, and marked increase in sales initiative as especially evidenced in increase of advertising outlay. Business failures were fewer in April than in any one of the four preceding months.

FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION HOLDS ITS THIRTEENTH ANNUAL CONVENTION



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GORDON M. DAY
President



W. W. LAUDENSLAGER
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Councilor—S. J. SHERER, Chicago.

With Atlantic City, N. J., as a setting, the thirteenth annual convention of the Flavoring Extract Manufacturers' Association of the United States was held July 12, 13 and 14 in the Chalfonte Hotel and Haddon Hall, which hostilities, by reason of their proximity to the sea afforded members an ideally attractive opportunity to combine business with diversion.

Nearly a hundred members of the association journeyed from the far flung sections of the country to the great watering place to consider pertinent questions relative to the welfare of the flavoring extract industry. The convention was illuminated with the enthusiastic co-operation of

every member and addresses made by several nationally famous business figures lent to the get-together an atmosphere of enlightenment and inspiration.

The election of officers resulted in the choice of Gordon M. Day as president to succeed R. E. Heckin, who has so ably filled the office. Mr. Day has been identified with the F. E. M. A. since its inception. He comes from Milwaukee, where he is secretary and treasurer of the Day-Bergwall Company. The new president is a member of the National Credit Men's Association and a well known figure in the country's business affairs. He is married and has four sons.

The convention was opened by the president, Robert E. Heckin, who called for an invocation by Willoughby M. McCormick. An address of welcome was delivered by R. H. Bond, who acquitted himself signally in the role of "Mayor" of Atlantic City. Every one said that he made an excellent mayor. True to the habit of mayors on such occasions, Mr. Bond presented the members with a key to the city and in fact turned the municipality over to their keeping and revel, if they so wished.

ANNUAL REPORT OF PRESIDENT HECKIN

Mr. Heckin then tendered his annual report as follows:
"Unluckily or not, this is our thirteenth annual convention but I believe the record of our Association for the

last year belies the old superstition. Through the splendid work of the Executive Committee, the affairs of the Association have been extremely well handled in the past year and I am certain that we have gained in strength if not in numbers.

"The Flavoring Extract business as a whole has prospered and I feel that all of us are on a better commercial basis than we were when we met a year ago in St. Louis. It is not my intention, gentlemen, to give you an outline of the work of our various committees for our time is short and all of this will be given you by the various chairmen in their reports.

"Your attorney, Mr. Thomas J. Hickey and our Legislative Chairman, Mr. R. H. Bond, have been in close touch all year with the Prohibition Division of the Internal Revenue Department at Washington. You have been advised in various circulars issued from Mr. Hickey's office of just how these legislative matters have been handled. We were threatened with increase of tax on non-beverage alcohol of double its present rate and it was only after a hard fight on the part of our Legislative Committee that this increase in tax, which would have practically put us out of business, was defeated. If nothing else was accomplished during the entire year, the work of the Association in Washington in stopping this increased tax would make our year's work well worth while.

"I have one recommendation to make our Association which I feel is well worth the serious consideration of our new Executive Committee. I really feel that if it can possibly be arranged we should have a paid Secretary of our Association. You realize of course, there is a great deal of work to be done by the Executive Committee and if we had an efficient paid Secretary I am certain your executive committee would accomplish a great deal more in the course of the year than is possible at present.

"I am only making mention of this for I realize that our membership is small and our annual income is not very large. I do feel, however, that it could be worked out in some way to have a paid secretary and that our membership would be more than repaid in results.

"It is with deep regret that I mention the loss we sustained in the last year in the death of our attorney, Mr. Thomas E. Lannen. His death was announced to the Executive Committee during the last day of the executive meeting in Atlantic City, in September. Mr. R. H. Bond and I immediately took the train to Chicago and attended Mr. Lannen's funeral in the name of the Flavoring Extract Association. I am sure we all had a great love and admiration for Mr. Lannen. He was attorney of our Association from the inception and I need not tell any of you of the great unselfish work he did for us. All those of you who knew him intimately, his life can be an inspiration, he was a true man in every sense of the word and we feel his loss very deeply.

"I want to thank each member of the Executive Committee for the very loyal support and help they have given me during the last year. I want to thank in particular our attorney, Mr. Thomas J. Hickey. I want to tell you that Mr. Hickey has handled the work of the Association in a wonderfully efficient manner and I am certain any of you who have had occasion to take up Associational matters with him have felt very much gratified with the able way in which he handles his work and the close personal attention he gives to every detail. We are indeed fortunate to have Mr. Hickey as our attorney and I personally am very grateful to him for the way he has handled his work in the last year.

"I could not let this opportunity pass without making a special mention of the work of Mr. R. H. Bond, the Chairman of our Legislative Committee. All of you know of the great work he has done for our Association all through the years in which he has been Chairman of the Legislative Committee. The last year has been no exception. Mr. Bond has been on the job in every way and as usual has given the very closest attention to protecting the interests of our members.

"At the present time, Mr. Bond has before him the task of getting the Prohibition Department to see the injustice of increasing the bonds on non-beverage alcohol. As you

have been recently advised, T. D. 3335 has been suspended. This suspension was released at a hearing in Washington at which we were represented by Messrs. Bond, Hickey, Clawson, Laudenslager and Sounders. Our committee worked in conjunction with the National Manufacturers of Soda Water Flavors, National Wholesale Drug Association, Manufacturing Perfumers' Association, American Drug Manufacturers' Association, Industrial Alcohol Company, National Bottlers' Association and Mr. H. W. Eddy, of St. Louis.

"It is indeed regrettable that the Commissioner of Internal Revenue issued a Treasury Decision as burdensome to users of non-beverage alcohol as T. D. 3335 without at least giving the various associations the opportunity of conferring with him. This proposed increase in our Internal Revenue bonds has been suspended until September 1 and our Association will be present at the hearing in which we hope to show the Commissioner the great injustice of increasing the bonds.

"The skirts of the Flavoring Extract Association are clean, for our membership is composed of honorable business men who are living up to the spirit and letter of the Prohibition rulings. It has always been the purpose of our Association to cooperate with the Prohibition Department in every way and I am safe in saying that no body of men stands higher in Washington than the members of our Association. There are enough restrictions and burdens on our business today without doubling our internal revenue bond.

"I am certain the Internal Revenue Bureau will eventually see the justice of our protest against this increase and you may rest assured that your Executive Committee will guard your rights in every way they possibly can.

"In closing, let me say that it has been a great pleasure to serve you during the last year, and I hope that my successor will enjoy the same hearty spirit of cooperation that I have had from the Executive Committee and every one of our members with whom I have had occasion to come in contact. My position as President has given me the opportunity to make a great many more friends and acquaintances and I will always greatly value the year I have spent as President of your Association."

REPORTS OF THE SECRETARY AND TREASURER

Secretary G. C. Davis read his annual report in which paper was contained a resume of the work of his office. The document was devoted largely to the need of a paid secretary. In one item alone, correspondence, 1,169 letters were received and considered and 714 letters were written. Mr. Davis also enumerated the thousand and one other tasks of the association's secretary. Then followed the report of the treasurer, Frank L. Beggs. Mr. Beggs showed by figures and facts that the treasury is in excellent shape and the report was referred to the Auditing Committee. Both Mr. Davis and Mr. Beggs were highly complimented for the efficient manner in which they had discharged the duties of their respective offices.

The first address in the opening session was a surprise. Wayne B. Wheeler, chief counsel of the Anti-Saloon League, was the speaker. Mr. Wheeler had presented himself as a visitor and his remarks were received with interest. He discussed various phases of the prohibition question, referring chiefly to the efforts of the league to stamp out the sale and purchase of alcoholic beverages. Mr. Wheeler said that contrary to a circulated story that the league was making an effort to put the flavoring men out of business said that this was distinctly untrue. In several parts of his address Mr. Wheeler was warmly applauded and a vote of thanks was given to him.

COMPONENT PARTS OF SUCCESSFUL BUSINESS

"Some Up-to-the-Minute Thoughts on Commerce" was the subject of an interesting and comprehensive address by J. H. Tregoe, secretary of the National Association of Credit Men. Mr. Tregoe in talking about production and distribution said: "You are talking about your enterprise, from the point of production and distribution. And yet production and distribution are only two of the elements of successful business; and when you neglect the other

elements fundamentally needed to successful business, you may be neglecting those things that are going to engulf you over night, just as they did in 1920."

Elucidating his points Mr. Tregoe spoke as follows:

"What are the component parts of successful business? First, proper organization; second, skillful production; third, systematic distribution; fourth, safe credits; five, sound government—because your property and your property rights hold a direct relation to the Government that protects them, and the Government that has the power to tax them to the point of confiscation. Therefore, if you become so immersed in your little problems as to what you are going to produce, or even how much alcohol you are going to put in your flavoring extracts, you have but touched the rim of your problem and you have to come out and recognize that you are a unit in this nation and certain responsibilities devolve upon you, and if the public comes into peril, the responsibility rests upon your shoulders; and shame upon the man who is neglectful under such conditions."

"When I tell you that the year of the greatest profits in this country, from the time of its origin up to the present, was 1916, you will be surprised, you will say 'Impossible; my books show that in 1919 and 1920 I derived greater profits.' Shame upon such calculation; that profit was in

extracts has a think box filled with some degree of information. Every user of coloring has a think-box filled to some degree with information."

"The user mind that knows fifty different ways in which flavorings and coloring can be advantageously used will consume a great deal more of flavoring and coloring than the mind which knows only half that number of uses."

"If the members of this Association can get the consumer mind to make food with the conscious thought that such food is sponsored by a group of specialists in the art of making edibles appetizing, it will have begun to get interest. To bring about this thing we must publish facts. We must print and distribute uses. This means education."

"And education will bring about greater consumption of the products which you men produce and sell. Greater consumption requires greater production and more sales. All things being equal more sales will bring the very desirable long green lining to your vaults. That long green lining will be put there by the increased opportunity and importance of flavoring extract and coloring uses placed by your members in the consuming mind."

"The rock foundation is ready."

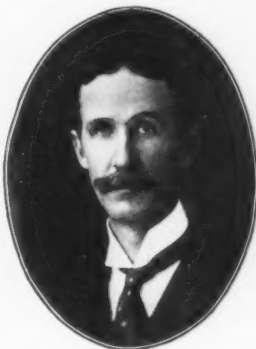
Just previous to the opening of the consumer campaign including the appearance of the first newspaper advertisements, Mr. Smith recommended the inauguration of a na-



R. E. HEEKIN
Executive Committee



D. T. GUNNING
Executive Committee



J. T. BURNETT
Executive Committee



F. S. MUCHMORE
Executive Committee

fifty-cent dollars, and many an enterprise would be willing to go back to its condition of 1917 and be perfectly satisfied. What does it all mean? It means that we American business men have become wonderfully ingenious in production and distribution, but we are economically lifeless—we do not understand the economy of business; we know what enters into the production but we do not know what makes markets; we do not know what makes business or unmakes it. Just consider that and determine to make your enterprise a well-rounded one."

A vote of thanks was extended to Mr. Tregoe.

FACTS IN THE EXPLOITATION OF FLAVORS

Frederick McCurdy Smith, advertising counselor of New York, gave an intensely interesting address on "National Exploitation of Flavoring Products," entitled "Flavoring Her Mind With Uses; Coloring Your Vault With Long Green." Mr. McCurdy stated that what the people of the nation are looking for is facts. He illustrated his theory by a dialogue between sales persons and customers.

Mr. Smith declared that advertisers in the large and popular magazines and trade papers seek to bring out the facts about their products. He said they were, in their messages, telling, illustrating, explaining, expounding and exhorting how to do things. He explained how many manufacturers are actually teaching dealers to sell. Taking the present day situation from a psychological standpoint, Mr. Smith said that the people are in a suitable frame of mind for facts. "They are absorbing a painless, practical education," he declared.

"When customers know, the profits grow," Mr. Smith said, and further pointed out: "Every user of flavoring

tional Flavoring Extract Week, during which time efforts would be centered on the education of the dealer as well as the consumer. He said that the plan would provide for furnishing dealers with every point of information about the campaign and show them how to cash in on profits for their share."

The exploitation campaign plan would include in each advertisement one good recipe utilizing either a flavor or color, the appetizing value of the flavor or color in the food suggested; along with an offer to send a cook free to every homemaker who sends the name of her favorite brand.

Mrs. Smith went into considerable detail on the merits of his suggestion, offering ideas for the advertisements and the distribution of recipe books, as well as obtaining the cooperation of retailers. A vote of thanks was given to him for his instructive address.

PAPER ON THE USES AND ABUSES OF ALCOHOL

F. S. Muchmore presented a very timely and interesting paper on "The Use and Abuse of Alcohol."

There were numerous other subjects discussed and most of the members present had something to contribute to the general interest and welfare of the industry.

REPORT OF THE VIGILANCE COMMITTEE

F. L. Beggs, chairman of the Vigilance Committee, made the following report:

"When the Permit System was adopted under the Volstead Law, the Federal Prohibition Commissioner was confronted by a situation of such magnitude, in the proper issuance of permits to those justly and rightly entitled to

receive them, that many errors and mistakes in judgment might naturally have been expected. There was a lack of organization; the difficulty of selecting loyal and competent heads of departments; a retinue of clerks, deputies and inspectors of proper political affiliations to be secured, whose duty it would be to rightly investigate and report upon individual applications for permits. Thousands of applications were arriving daily; each with its plea that a legitimate business would be seriously handicapped unless prompt action was taken. Many mistakes were made; many ap-



THOMAS J. HICKEY
General Counsel



S. J. SHERER
National Councilor

pointees proved to be incompetent, dishonest or disloyal and thousands of permits were issued to those not entitled to receive them.

"Looking backward with a knowledge of the then existing chaos, we have reason to be thankful that conditions were not worse, for it was an opportunity for the bootlegger, the fake extract manufacturer, the double dealing druggist, the dope medicine maker and other unprincipled scoundrels, that will never come again.

"So great was the orgy of alcohol withdrawals that it gave a black eye to every industry having a legitimate use for alcohol and placed unjust suspicion upon many rightful users. These conditions must be changed, and these credentials should become so difficult to obtain that it would be a mark of high standing in one's community to be the proud possessor of a permit to withdraw alcohol.

"The situation became so acute that our Executive Committee deemed it advisable and necessary to take some action to protect our industry against those who, under the guise of extract manufacturers, were withdrawing alcohol with improper intent and for the purpose of illegitimate use and gain.

"At a meeting of the Executive Committee held at Atlantic City, September 17, 1921, action was taken and the following is an extract from a bulletin that was authorized to be sent to our members:

"One of the most important questions which received attention was the adoption of ways and means to prevent the improper use of flavoring extracts in violation of the Prohibition Law. After full discussion and careful consideration, a Vigilance Committee was appointed, consisting of each member of the Executive Committee. Therefore, the members of the new Vigilance Committee consists of the officers of the Association and the other members of the Executive Committee.

"Members of our Association who have sufficient cause to believe that any flavoring extract manufacturer is operating in violation of the Prohibition Law should report the matter to the member of the Vigilance Committee who is located nearest to the alleged violator. Anyone making complaint should be careful to substantiate the charge with sufficient evidence and a complete copy of such evidence should be sent in with the complaint.

"Upon the receipt of such complaint, the member

of the Vigilance Committee will thoroughly investigate the matter, and if he thinks the charge well-founded, he shall forward the same with all papers and exhibits to the Chairman of the Vigilance Committee for such action as he may consider proper. The Chairman of the Vigilance Committee, if he deems it advisable, may refer the complaint to the Attorneys of the Association for final action.

"We sincerely hope that none of our members will be the subject of a complaint. However, it takes only one or two violators of the Prohibition Law to give a black eye to the whole industry and we are resolved to do all in our power to eliminate all questionable or unlawful practices on the part of our members and on the part of non-members as well."

"Since the issuance of this bulletin, your Chairman has been in a most unenviable position and has frequently found it rather difficult to determine just what course to pursue.

"In the early stages of this work, the Prohibition officials were not greatly interested in having brought to their attention cases of minor violations of the law, as their hands were too full of flagrant and open violations.

"My attention has been called to a number of cases, some of which were unintentional errors; others, a willful disregard of the law. These complaints have been acted upon as the circumstances would deem advisable.

"The errors that were likely to bring discredit to the industry have been largely discontinued and the willful violators, as rapidly as discovered, have been reported for investigation.

"In justice to our Association, it must be noted that our trouble is outside, rather than among our membership. Very few complaints have been lodged against our members and these, when followed up, are too often found to be due to the suspicion and jealousy of salesmen who do not carefully investigate before reporting.

"The chief difficulty which confronts this Committee is, that members do not accompany the charge with sufficient evidence to make a case. Your Committee, like the Prohibition Department, has plenty of clues. What we want and what they want is facts and evidence; and to say that 'your salesman wrote you that a dealer said that a salesman told him that certain extracts were or had been sold to



MR. AND MRS. KIEFER, AND MR. AND MRS. KOEHLER
of Fritzsche Bros., Inc., New York

someone else in undue quantities for improper purposes' is not evidence and when traced to its source, too often not the facts. Such complaints are useless and are not worthy of consideration.

"It is also a waste of time in such instances to attempt convincing a member against whom complaints of questionable sales or unethical methods have been made, that it is not an effort to injure and discredit him, rather than an honest desire to eliminate even the appearance of evil and thereby raise the standard of our business to a higher plane. Denial of the charge and a demand that the accuser face him is the usual result. This the accuser will not do because of lack of specific evidence and the fear of being misunderstood.

"The Federal Prohibition Commissioner is glad to receive

and willing to investigate all suspicious cases indicating the diversion of alcohol to improper purposes. Your Committee is willing to report such cases to him if accompanied by proper supporting evidence.

"The existing order of society is being menaced by a growing disregard of and disrespect for, law and constituted authority that can only be checked by more vigorous enforcement of penalties. It should, therefore, be the duty of each member of this Association, having a knowledge of the wrongful use of alcohol or the sale of flavoring extracts, for improper purposes, to report such violators if he would safe-guard his own interests. In spite of our efforts, we are aware that in some instances flavoring extracts have been diverted to beverage purposes by unscrupulous manufacturers in collusion with unscrupulous dealers. All such manufacturers and dealers must be eliminated as rapidly as possible and our best efforts must be contributed to this end. Eternal vigilance is the price we must pay

covered this much sought solvent, so we took up the efforts that had been made toward this desired end. Nearly all had experimented with glycerine and found in it some possibilities along certain lines, but in no case had it proved a good solvent for vanilla or essential oils. It was shown that a flavor could be obtained by the use of glycerine but it did not stand out like the alcoholic product and was likely to mould, or sour upon long standing.

"Glycols were less satisfactory than glycerine.

"Ethyl-methyl-ketone, which is closely allied chemically with acetone, was the subject of experiment. It is commercially available at a conveniently low price and was found to be a very fair solvent. However, the odor was not desirable and it was further found to be narcotic, having some of the properties of chloral hydrate and better for use as 'Knock-out Drops' than as a solvent. Because of its toxicity, it was useless. Iso-Propyl Alcohol was claimed by one chemist to be a better solvent than ethyl alcohol;



WAYNE B. WHEELER

Who forgot to praise the F. E. M. A. for the work of its Vigilance Committee during the last year.



R. R. SLOAN AND J. MANHEIMER

Two great friends who sometimes are called Vanilla and Tonka by their admirers



M. J. SEELEY

Of the Antoine Chiris Co., New York, who is an enthusiastic believer in F. E. M. A. policies.

for safety and security from further obnoxious restrictions and more drastic regulations.

"Co-operation with the officials in upholding the law, a careful watch over those who are prone to evade or violate its provisions and the strict observance by our members, not only in letter but in spirit, is our only hope for continuance as an industry."

YEAR'S WORK OF THE RESEARCH COMMITTEE

Chairman Beggs, of the Scientific Research Committee, made a valuable detailed report of the work of the committee in the last year, beginning with an account of the meeting of chemists held in New York pursuant to a resolution sponsored by B. T. Bush in the last convention. An invitation was extended by the Flavoring Extract Manufacturers' Association to chemists generally to meet "for the purpose of consultation and cooperation in the quest of a solvent, satisfactory for all purposes, to replace ethyl alcohol in the manufacture of flavoring extracts."

The meeting was held in the Chemists' Club, New York City, December 2, 1921, and Chairman Beggs reports that the response exceeded the expectations of the most sanguine. Outsiders were excluded and "as a consequence the chemists all spoke freely and frankly, giving opinions and expressions as to experiments, investigations and processes conducted personally, or that had come under their observation."

Mr. Beggs quoted the questions submitted in the invitation and continued:

"A canvass of the meeting showed that no one had dis-

not quite as satisfactory in aroma but unfortunately more intoxicating than ethyl alcohol.

"Ethyl Malate, an ester of malic acid, was offered as worthy of consideration and further experimental work. Malic acid made from benzol is too expensive but it is now being made synthetically in a very pure form and at a reasonable price. It is said to be odorless and of a fruity flavor but its stability and physiological effects are not as yet fully determined.

"Many other suggestions were offered along the lines of the report of this committee as printed in the last Annual Proceedings, and since all results and conclusions were of a negative nature, it is unnecessary to burden this paper with further comment.

"Much time was spent in the discussion of emulsions and while it was agreed that emulsions were satisfactory for some uses, they had generally proven unsatisfactory when sold as shelf goods, or through the usual channels of merchandising household extracts.

"Vanilla vs. Vanillin was also discussed. Some manufacturers are making the statement that a Vanillin extract is superior to the extract made from the bean. If this be true, why should we go to the added expense of buying the beans, the extra alcohol, and the trouble and time required to make a pure extract? If it is not true, should statements of this character be permitted to continue unanswered and unrefuted?"

Messrs. Baehr, Schulmeir and Gaspari took part in the discussion of F. M. Boyle's paper. Mr. Gaspari said that he had separated the resinous portion from vanilla beans

and found that it deprived them of their flavor. Other ingredients than vanillin, he said, give the vanilla bean its subtle flavor. Mr. Boyles was not ready to accept a statement that the characteristic odor of vanilla beans does not come from vanillin.

Mr. Beggs then quoted resolutions adopted and signed by the chemists at the end of the discussion, in which they agreed that it was the unanimous opinion of those present that in the present state of chemical knowledge no solvent was yet known that would prove a satisfactory substitute for ethyl alcohol in the manufacture of flavoring extracts suitable for all uses.

The report next outlined the work of the committee in relation to imitation extracts, including negotiations with the Prohibition Unit, prior to the issue of Pro. Mim. 205. The results were sent to the members by bulletin and published in *THE AMERICAN PERFUMER*.

Chairman Beggs suggests the search for a solvent be continued and pays high tribute to the valuable service rendered in research work by Dr. Boyles and Dr. Smith. He says: "Their willingness to respond to every call has won the admiration, respect and gratitude of the committee."

REPORTS BY OTHER COMMITTEES AND GENERAL COUNSEL

Legislative—R. H. Bond, chairman, made a very interesting report covering the great activities of the committee during the year. Reference is made to the same elsewhere in this convention account and full details will appear in the forthcoming Minutes of the convention. The information also has been given from month to month in the official report of the association appearing in the *FLAVORING EXTRACT SECTION OF THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW*.

General Counsel—Thomas J. Hickey, of Hickey & Lanning, general counsel of the association, reported a brief summary of the important matters attended to during the year, in cooperation with the Legislative Committee and in other directions. In this connection 595 bills were acted upon and 1,193 opinions and reports were rendered on legislative subjects.

Transportation Committee—G. C. Davis, chairman, made a report regarding the efforts of the committee to obtain a revision of the traffic rates on vanilla beans and other commodities. Warning is given of the need for watching rates and classifications, changes having even been made subsequent to published announcements.

Publicity—Chairman Davis reported that no opportunity had been allowed to pass in the year without refuting publicity that might be detrimental to the industry. Fortunately there had been comparatively little to do.

Costs—C. F. Sauer, chairman, reported progress during the year and Leslie K. Talmadge delivered a very interesting "chalk talk" on "Costs" which held the attention of the members during its progress.

Insurance—C. W. Jennings, chairman, reviewed the enormous fire losses which affected business in the last year and renewed his warnings for proper fire prevention.

Trade Interests—L. B. Parsons, chairman, reported on the committee's work during the year just ended. He suggested ways for the members to increase their sales.

Membership—John T. Stutz, chairman, reported on the efforts to increase the membership list, which now includes nearly all of the legitimate eligibles in the industry.

National Councilor—S. J. Sherer submitted his report.

The election of officers resulted in the selections which appear at the beginning of this report.

REPORT OF THE RESOLUTIONS COMMITTEE

Chairman Bond, of the Resolutions Committee, made the following report to the convention:

Resolved, That we urge President Harding and the officials of the United States Government to utilize the power and the resources of the Government to the fullest extent necessary to settle the coal strike, and to uphold law and order and to protect property in the affected regions. Also to bring to justice those who have been guilty of rioting and murder.

Resolved, That we commend President Harding for the stand he has taken in the railroad crisis, and for again reiterating the American doctrine that no man can or shall be compelled to work who does not desire to do so, and that no man shall be prevented by intimidation or force from working who desires.

Resolved, That the Executive Committee of the Association be empowered to employ a paid secretary for the organization, and that we suggest in this connection that the general counsel be made such secretary with an increase in salary commensurate with the secretarial duties which he will be called upon to perform.

Resolved, That our Traffic and Transportation Committee be requested to do everything in its power to secure a reclassification and reduction of freight rates on flavoring extracts and to secure carload rates on same.

Resolved, That it be suggested to the Executive Committee of the Association that the annual convention of our organization be held, if possible, in the future at dates not later than May or June.

Resolved, That our association continue the quest for securing a suitable and effective substitute for alcohol for use in flavoring extracts, and that the chemists of the Association be urged to diligently seek such agent.

Resolved, That we earnestly protest against the reissuing of Treasury decision 3335 which has been suspended by the Internal Revenue Bureau of the United States until September 1, 1922, and that we most earnestly protest against the issuing of any decision which will—either directly or indirectly—increase the amount of bonds required of users of non-beverage alcohol, or to the changing of the form of the present bond in any way which will add to the premiums required thereon. The size of the bonds required at present are burdensome and the premiums thereunder are oppressive.

Resolved, That he suggest to the Executive Committee of our Association that they work out some plan for an advertising campaign to increase the legitimate use of flavoring extracts, and that such plan as the committee may evolve be submitted to the membership by referendum for action at the next annual meeting.

Resolved, That the earnest thanks and hearty commendation of the Flavoring Extract Manufacturers' Association of the United States be extended to the officers and committees who have done such splendid and effective work in safeguarding the interests and rights of its members and of the general public.

Resolved, That the sincere thanks of the Association be extended to the Convention Committee and particularly to its chairman for the splendid manner in which they have provided for our work, our comfort and our pleasure at this convention.

The following are the members of the committee: W. W. Laudenslager, chairman; J. N. Limbert, L. B. Parsons, E. Hornbeck, Donald McIlvaine, F. S. Rogers, F. S. Muchmore, L. S. Levy, C. H. Silvey, H. C. Hirsch.

Resolved, That *THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW* be continued as the official organ of the association, and our thanks be extended to it for the publicity and cooperation it has given. Our thanks are also extended to the *Spice Mill, Tea and Coffee Trade Journal* and other trade papers for their cooperation.

Resolved, That the memorial to our former general counsel, the late Thomas E. Lannen, which has already been adopted by the Flavoring Extract Manufacturers' Association of the United States, and a properly engrossed and bound copy of which has already been sent to his family, be made a part of the official records of our organization, and be inserted in full following this resolution.

Resolved, That the deep appreciation and heartfelt thanks be given to our general counsel, Mr. Thomas J. Hickey, for the magnificent manner in which he has handled the affairs of the Association which came within his province, and for the cooperation which he has rendered the members

Some of the Participants in the Thirteenth Annual Convention of the F. E. M. A., Atlantic City, July, 1922



FRONT ROW: FRANK L. BEGGS, WILLOUGHBY M. MCCORMICK, T. W. CARMAN, W. W. LAUDENSLAGER, G. C. DAVIS, THOMAS J. HICKEY, JOHN T. STUTZ, FRED S. ROGERS, ROBERT E. HECKIN, MISS BLAND (the stenographer), L. B. PARSONS, GORDON M. DAY, RICHARD H. BOND.

of our Association and the committees of our organization. This organization is indeed fortunate in having so able, conscientious and energetic a man to occupy the position of responsibility which he holds in our organization.

Resolved, That the sincere thanks and appreciation of the convention be given to the following speakers who have so instructively, ably and pleasantly addressed us: J. H. Tregoe, Frederick McCurdy Smith, H. W. Eddy, C. F. Sauer, F. S. Muchmore, Leslie K. Talmadge, F. L. Beggs, Frank M. Boyles, C. W. Jennings, G. C. Davis, L. D. Parsons, John T. Stutz, R. H. Bond.

Resolved, That the thanks of the association be extended to the Chalfonte-Haddon Hall Hotel for the facilities they have extended to the convention, and for the care which they have taken of the delegates attending.

Resolved, That the special appreciation of the Association be extended to Mr. R. H. Bond for his untiring zeal and strenuous efforts in protecting our industry against unfavorable legislation offered in Congress and the various States during the last year.

The resolutions relating to President Harding and his administration were telegraphed to him forthwith. All of the resolutions were adopted unanimously. After transacting much routine business the association adjourned.

The Entertainment and Banquet

Social features of the convention, despite the volume of good work accomplished, entered considerably into the activities of the members, the ladies and other visitors, for many were accompanied by families and friends. There were many small social parties and the natural attractions of Atlantic City provided numerous opportunities for enjoyment, either in the surf, or on the cool piers and verandas, while the Board Walk, with its rolling chairs and other attractions, always was available.

One feature was a "Get Acquainted Visit" to Steeplechase Pier, which had the desired effect and proved very interesting. It was what might be called an afternoon of frivolity and diversion and a world of fun was had by all. The pier contains everything from a gust of wind that suddenly blows one's hat sky high to a dance hall and motion picture house. Hilarity and excitement prevailed during the pier visit and thoughts of trade were in the discard.

The various events on the program were so arranged that all kept together through the chain of pleasure hunts, and every one, including the ladies, at least those who went with their husbands, had an enjoyable time.

On the afternoon of July 13 there was a fine automobile tour of the surrounding country, which finally landed the party at the Atlantic City Golf Club, where a rest was provided. Then the motors all rolled back, with their occupants possessing sharpened appetites, to Haddon Hall, where the thirteenth annual banquet was ready for their delectation and gratification.

The menu served was entirely adequate and retiring President Heekin acted as toastmaster. He presented R. H. Bond, who years ago was elected permanent speaker at all the banquets. Mr. Bond responded with a short address in his usual felicitous vein. In concluding his address, Mr. Bond dilated upon the skill of one of the members as the skipper of an ocean-going motor boat and with a graceful flourish presented to Mr. Talmadge a formidable looking package which, when opened by the blushing recipient, proved to be an exact reproduction, in brightly painted tin, of the craft that Mr. Talmadge pilots so skillfully as Commodore of the Springfield Yacht Club. Mr. Talmadge was overwhelmed, but managed to express his deep thanks and invited all the hardy members of the Association to make a trip with him.

The ladies had an able spokesman in Mrs. Talmadge who gracefully expressed the deep interest taken by the fair sex in all the work of the Association. A few remarks were also made by F. S. Rogers and Gordon M. Day.

ACTIVE MEMBERS PRESENT

Arbuckle Bros.	Chicago, Ill.
D. T. Gunning.	
American Stores Co.	Philadelphia, Pa.
W. A. Kelly.	
Baker Extract Co.	Springfield, Mass.
T. W. Carman, L. K. Talmadge, F. McCurdy Smith.	
S. F. Baker Co.	Keokuk, Ia.
F. L. Dewees.	
Blanke Baer Extract & Preserving Co.	St. Louis, Mo.
S. H. Baer.	
A. O. Bliss Co.	Washington, D. C.
James F. Pickett.	
Boyce Extract Co.	New York, N. Y.
G. Lowenstein, Leo Green.	
W. Burton & Co.	New York, N. Y.
E. Hornbeck.	
Jos. Burnett Co.	Boston, Mass.
D. J. Buckley, C. S. Purcell.	
Carr-Owens & Co., Inc.	Baltimore, Md.
John W. Carr.	
F. B. Chamberlain Co.	St. Louis, Mo.
Chas. E. J. Caspari.	
Citizens Wholesale Supply Co.	Columbus, Ohio
S. J. Schwarzwald.	
Davis Mfg. Co.	Knoxville, Tenn.
G. C. Davis, S. E. Cleage.	
Day-Bergwall Co.	Milwaukee, Wis.
Gordon M. Day.	
Dill Co.	Norristown, Pa.
N. S. Wile, E. L. Brendlinger.	
David G. Evans Coffee Co.	St. Louis, Mo.
B. H. Harrison.	
Favorite Mfg. Co.	Philadelphia, Pa.
M. Oppenheimer.	
Flower Laboratory.	Knoxville, Tenn.
Chas. Hughes.	
Forbes Bros. Tea & Spice Co.	St. Louis, Mo.
John T. Stutz.	
R. T. French Co.	Rochester, N. Y.
E. L. Pasey.	
Garrett & Co., Inc.	Brooklyn, N. Y.
B. H. Smith.	
Heekin Co.	Cincinnati, Ohio
Robt. E. Heekin.	
S. P. Hite & Co.	Roanoke, Va.
B. J. Fishburne.	
Hallock-Denton Co.	Newark, N. J.
F. S. Muchmore.	
Horine & Bowey Co.	Chicago, Ill.
L. H. Schultmeier.	
Jennings Mfg. Co.	Grand Rapids, Mich.
C. W. Jennings.	
H. A. Johnson Co.	Boston, Mass.
H. P. Forte.	
Lannen & Hickey, Attorneys.	Chicago, Ill.
Thos. J. Hickey.	
Liquid Carbonic Co.	Chicago, Ill.
H. H. Lee.	
Loewy Drug Co.	Baltimore, Md.
M. G. Pierpont.	
McCormick Co.	Baltimore, Md.
W. M. McCormick, R. H. Bond, F. M. Boyles.	
McMonagle & Rogers.	Middletown, N. Y.
Fred S. Rogers.	
Morrow & Co.	New York City
G. C. Morrow.	
Newton Tea & Spice Co.	Cincinnati, Ohio
C. L. Newton.	
L. H. Parke Co.	Philadelphia, Pa.
S. F. Irwin.	
Pittsburgh Food Products Co.	Pittsburgh, Pa.
James L. Klingensmith.	
Roosa, Ratliffe Co.	Cincinnati, Ohio
J. P. Roosa.	
C. F. Sauer Co.	Richmond, Va.
C. F. Sauer.	
Seeman Bros.	New York City
L. B. Parsons.	

Styron-Beggs Co.....	Newark, Ohio	Antoine-Chiris Co.....	New York City
F. L. Beggs, L. S. Beggs.		M. J. Seeley.	
Thomson & Taylor Co.....	Chicago, Ill.	Dodge & Olcott Co.....	New York City
Geo. E. Hurd.		Russell R. Sloan, C. A. Smeltzer, J. F. Pound (Phila.)	
Twitchell-Champlin Co.....	Portland, Me.	Federal Products Co.....	Cincinnati, Ohio
Geo. B. Illsley.		Chas. H. Blomberg.	
Van Duzer Extract Co.....	Springfield, Mass.	Fritzsche Bros., Inc.....	New York City
H. C. Hirsch.		Julius Koehler, W. F. Kiefer.	
Wakelield Extract Co.....	Sanbornville, N. H.	Illinois Glass Co.....	Alton, Ill.
D. E. Parmenter.		J. I. Perry.	
Warren Chemical Co.....	Newark, N. J.	J. Manheimer.....	New York City
R. W. Warner.		J. Manheimer.	
Williams & Carleton Co.....	Hartford, Conn.	Morana, Inc.....	New York City
Guy Stanley.		H. F. Croen.	
ASSOCIATE MEMBERS PRESENT			
Abner & Royce Co.....	Cleveland, Ohio	Monsanto Chemical Works.....	St. Louis, Mo.
Chas. Zeller.		Walter F. Filmer.	
Armstrong Cork Co.....	Philadelphia, Pa.	National Aniline & Chemical Co.....	New York City
C. H. Silvey.		Frank W. Green.	
The Bond Man.....	St. Louis, Mo.	Standard Automatic Mach. Co.....	Rochester, N. Y.
H. W. Eddy, S. L. Warren.		Walter M. Sackett.	
		Thurston & Braidich.....	New York City
		F. H. Bishop, N. S. Conrath, E. S. Buckley.	

RELATIVE FLAVORING VALUE OF TRUE VANILLA EXTRACT AND VANILLIN SOLUTION*

By F. M. BOYLES, of McCormick & Co., Baltimore

A number of erroneous statements have crept into the literature from time to time with reference to the relative flavoring value of Vanilla Extract made from the bean and solutions of Vanillin.

Presumably, these statements have gone unchallenged because those who have had a large experience with Vanilla Beans and with Vanillin have recognized the absurdity of such statements and have not thought it worth while to refute them.

Quite recently a very wordy battle on this subject raged in the columns of *Drug and Chemical Markets* and in the *Perfumery and Essential Oil Record*. So thunderous was this battle that an echo was finally heard in that staid English publication *Journal of the Society of Chemical Industry*.

It is worthy of note that the controversies which have been waged on this subject have consisted entirely of arguments and the advancement of opinions; we do not know of any facts based on experimental evidence having been advanced.

It is the purpose of this report to challenge the numerous statements to the effect that Vanilla is the chief and practically sole principle of Vanilla Bean flavor and to establish, by experimental evidence, that true Vanilla Extract does not owe its characteristic flavor to Vanillin alone and that Vanillin is one of the least important of the flavoring constituents of the Vanilla Bean.

Let it be understood that the claim is not made that synthetic Vanillin from whatever source, or by whatever process made, differs in any of its attributes from the natural Vanillin as contained in the Vanilla Bean.

In order to establish the facts in the case there was prepared a hydro-alcoholic solution of Vanillin, colored in imitation of Vanilla extract and two lots of standard strength Vanilla extract from Bourbon Beans. The particular lot of Bourbon Beans was used because of the large amount of Vanillin the beans contain and especially because the Vanillin was crystallized on the outside of the beans in unusually large amounts.

A bundle of the beans on which the Vanillin was uniformly deposited was divided into halves. From one of the halves all of the adhering Vanillin was removed by carefully wiping each bean with a soft cloth.

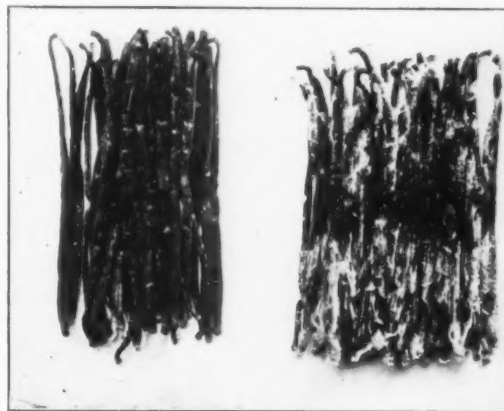
The photograph shows the extent to which the Vanillin had crystallized on these beans.

Standard strength extract was then prepared from the bean with its natural adhering Vanillin and from the bean with the Vanillin removed.

Samples of these extracts and the Vanillin solution were marked as follows:

Extract from beans with Vanillin removed, marked No. 1
Hydro-alcoholic solution of Vanillin, marked.....No. 2
Extract from beans with natural Vanillin, marked.....No. 3
and submitted to 5 members of this association, who were advised that we were submitting three samples of Vanilla Extract numbered 1, 2 and 3, and asked that they compare them in every way that they thought would effectively show their comparative flavoring value and to report which is the best Vanilla Extract, which ranks No. 2 and which ranks No. 3, and to describe fully the methods by which they come to their conclusions.

It was suggested that in comparing the extracts they be



BOURBON BEANS WITH CRYSTALLIZED VANILLIN ON RIGHT
SAME BEANS WITH VANILLIN REMOVED ON LEFT

used in the proportion of a teaspoonful to flavor a quart of material.

The actual Vanillin content of the three samples was:

No. 1	0.17% Vanillin
No. 2	0.22% Vanillin
No. 3	0.27% Vanillin

Following are the reports of the five tests:

A. Tested samples by tasting in diluted sugar solutions, one part Extract to twenty-five parts simple syrup, twenty-five parts water No. 1 and No. 3 have weak Vanilla flavor, No. 1 slightly stronger than No. 3, No. 2 is practically

*Paper read at the thirteenth annual convention of the Flavoring Extract Manufacturers of the United States, Atlantic City, July, 1922.

tasteless, some results by tasting in milk slightly sweetened.

B. We made but two tests on the three samples, on odor and taste as would normally be done on the Vanilla, and then flavored some whipped cream with each of the three samples. The opinions of three different persons in the laboratory showed the Vanilla to range in the order of No. 3 first, No. 1 second and No. 2 third. One person put No. 1 first, No. 3 second and No. 2 third. All seemed to agree that No. 2 was the worst sample of the lot in quality and flavor, but there was some hesitancy to decide the difference between No. 1 and No. 3. The difference in the whipped cream samples seemed quite marked between No. 2 and No. 3 samples, and No. 3 was given preference over No. 1 because it seemed to be a more lasting delicate flavor and taste.

C. Organoleptic tests, choice No. 1; three people were asked to pick out which sample they preferred, using their sense of smell and taste; two chose 3, one chose 1.

Organoleptic Choice No. 2: Two chose 3, one chose 1.

Organoleptic Choice No. 3: Two chose 2, one chose 3.

Second test: 4 ccs of each extract were added to one pint of sweetened milk respectively. This milk was submitted to seven individuals and votes taken. First choice, 57 per cent chose 1, 43 per cent chose 3. Second choice, 43 per cent chose 1, 43 per cent chose 3, 14 per cent chose 2. Third choice, 86 per cent chose 2, 14 per cent chose 3. These two tests would grade the samples in order of superiority, as follows: No. 1, No. 3, No. 2.

D. The samples referred to in your letter of May 23rd have been submitted to our chemist for examination and report. These samples were tried out in equal quantities in the following:

Syrup, Milk Shakes, Cold Fondant and Junket.

After these preparations were prepared, they were submitted to 10 persons for report. No. 3 Extract was considered the extract producing the best flower; No. 1 ranked as next best; No. 2 ranked as very poor. Several persons claimed that they could detect no flavor whatever in this preparation.

E. Referring to the three samples of Vanilla sent to us for tasting test, we would say that five persons from one office have tested these extracts in soft drinks and similar dilutions and all find sample No. 2 very inferior to samples

1 and 3. One man finds 1 and 3 of fuller flavor and in every way superior to 2.

Another man classifies the flavors in the order of their superiority as 3, 1 and 2. Another man, who was previously a champagne expert in France finds 3 and 1 superior to 2 in volume and quality of flavor. Another man reports 3 as the stronger, 2 as the weakest and both 3 and 1 superior to No. 2.

In addition to these tests the samples were submitted by one member to a domestic science teacher who reports as follows:

F. I am ready now to make a report on our tests of the three samples of Vanilla Extract, numbered 1, 2 and 3.

The tests were made on the basis of one teaspoonful of extract for each quart of milk, and junket was chosen as having the least characteristic flavor to conflict with the extract. The milk and sugar were identical in each case, being all prepared in one bowl and then separated. Six persons acted as judges, three of whom were teachers in the department and three were senior girls. In order to be perfectly unbiased, no one knew the numbers and each person made up her mind without any discussion with any of the other five. Another precaution that we took, we did this two days in succession and no one compared any reports at any time. The decisions were written on paper and handed in to me, gradings being A, B, C, D and E.

The decisions were these:

No. 3 stood 1st with 3 B's—2 C's—1 B

No. 1 stood 2nd with 3 C's—1 D —2 E's

No. 2 stood 3rd with 3 C's—2 D's—1 E

I have given this to you in the greatest detail in order to show you that we exercised the greatest care possible in order that no one would be biased by anyone's decision and that the basis for each test should be identical in every case.

These comprehensive tests show conclusively that Vanillin plays but a very small part in true Vanilla flavor and they are all the more striking and convincing on account of the use of Bourbon Beans in making the extracts, as it is a well recognized fact that the aroma and bouquet of these beans is much inferior to that of the Mexican Beans. Had the latter variety been used the difference would have been even more marked.

DEVELOPMENTS IN LEGAL CHEMISTRY OF FLAVORINGS

By R. O. BROOKS, B.Sc., Consulting and Analytical Food and Drug Chemist, 191 Franklin St., N. Y. City
(Formerly State Chemist, N. J. and Pa.)

During the war, very little research work on flavoring extract legal chemistry was attempted and only recently has the result of work done since the end of the war, become available by publication.

The bulk of the work is reported in the proceedings of the thirty-fifth annual convention of the Association of Official Chemists, in their official "Journal." It consists, mainly, of trials by collaborating chemists of certain proposed methods of analysis, particularly Wichmann & Dean's qualitative test for coumarin, Folin's colorimetric method for vanillin and the modification of the lead number determination in vanilla extracts, proposed by Wichmann.

The proposed qualitative test for coumarin was found valuable, but it is merely qualitative and, as the referee (A. E. Paul of the Chicago laboratory of the U. S. Bureau of Chemistry) remarks, the old official procedure must be retained, unless the proposed qualitative test can be made quantitative, or some other rapid quantitative method is devised. It is expected, by Dr. Paul, that a simple quantitative method for coumarin will be worked out. Meanwhile the old method will suffice, as the determination of coumarin is practically always associated with the estimation of vanillin in the product under analysis, and very little extra work is involved to get the pure coumarin in a visible, tangible form for weighing and identifying by simple tests. The Folin colorimetric method for estimating vanillin is satisfactory, but the method has not been followed up, because in vanilla extract analysis it is desirable to make several related tests (vanillin, coumarin, lead number and color value) on one portion of sample and thus

the vanillin estimation becomes merely a step in the procedure.

The Wichmann "Modified Lead Number" method is generally considered superior to the old method as it represents probably a more complete action of the precipitating agent (lead acetate solution) and the filtration is less troublesome and only a small amount of filtrate is necessary. The values given are about one-third higher than in the old (Winton) method. Thus on samples showing a value of 0.57, 0.55 and 0.50 by the old method, the new proposed method, in the hands of the experienced collaborators, showed values of 0.76, 0.81 and 0.76, respectively.

In view of the fact, however, that very little data on authentic samples of pure vanilla extract has been determined by the new proposed method, so as to make the interpretation of results satisfactory in legal work, the method cannot be adopted at once. It is the belief of Dr. Paul, the referee on the subject, that any modified lead number should be designated by some different term and preferably calculated to some other basis than metallic lead, in order to avoid any confusion with the Winton lead number. He suggests that, if it is found that the lead precipitate is due largely to organic acids, the result might be called "organic acid precipitate" and perhaps be calculated to some organic acid characteristic of the vanilla bean.

In connection with vanilla extracts, the association is considering the highly concentrated (syrupy) preparations sold as "Oleoresin," "Vanilla Concentrate," etc. It is necessary to dilute these before analysis is possible and, as concerns lead number, it has been found that this does not

vary directly in proportion to the dilution. It is questioned whether the test is a useful determination in this class of products in view of the fact that no definite method of manufacture from the beans is recognized and there is available very little satisfactory information as to the results to be expected from such preparations, when pure.

In lemon and orange extracts, a new method of estimating alcohol, proposed by Hortvet and West, was tried out and the results found were nearer the theoretical percentage than results by the present official method. In an extract containing only alcohol, citrus oil and water, it is evident that the calculated alcohol result (as proposed by Hortvet and West, from the oil determination and the specific gravity, must be accurate to the extent that those two tests are accurate, and of course the method recommends itself because of simplicity. Work was done also on the estimation of whole citrus oil in lemon and orange extracts, using a modification of the precipitation method including the use of gasoline, as proposed by Randall. Some results of tests showed a remarkable closeness to the result obtained by the polarization method and presumable proportion of oil present.

Gnadinger, formerly of the Chicago laboratory of the U. S. Bureau of Chemistry, reported on the polarization of a 10% solution of lemon oil in various solvents (alcohols, esters, aldehydes, phenols, acetic acid, kerosene, acetone, chloroform, and various hydrocarbons) and found the rotation varies considerably with the solvent used. Kerosene solutions gave rotation values (when calculated back to the original oil) that agreed very close with the true polarization of the oil. Concentrated solutions of lemon and orange oils in alcohol gave results nearer the true polarization than those results obtained on diluted solutions. The data on different solvents showed that the solvent used exerted considerable effect upon the polarization of the oil, but that in 5% alcoholic solutions the factors used in the official polarization method of estimating lemon and orange oils could be depended upon to give results within about 0.2% of the truth.

Some work on the estimation of alcohol in ginger extract showed that the tentative official method was preferable to a method proposed by F. M. Boyles and fully as accurate if not more so.

SODA WATER FLAVORS MANUFACTURERS

Harry Whittle, of Philadelphia, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative committee of the National Association of Manufacturers of Soda Water Flavors, have kept up their activities during the last month in looking out for the interests of the association and of members. Secretary Hickey has collected information about the bills introduced in the legislatures and other subjects, and has transmitted the same to the members with recommendations for their action. A special circular has been sent out dealing with the report of the Joint Committee on Definitions and Standards in relation to standards for ginger ale and certain cacao products. Mention is made of the chief points in our PURE FOOD AND DRUG NOTES department.

More Red Tape Trouble for the Soda Syrup Industry

N. A. R. D. Notes of July 13 reports that it has just learned of the action of certain employees of the Internal Revenue Bureau, who are trying to construe that part of the Revenue Act of 1921 which imposes a tax of 9 cents per gallon upon finished fountain syrups to apply to all simple syrup for whatever purpose manufactured by those registered under the act. In other words, the inspector advised the informant that he must account for and pay tax upon simple syrup manufactured not alone for use in soft drinks but also for that used in the preparation of Sundae and other similar ice cream compounds, however far they may be removed from the class of soft drinks.

PURE FOOD AND DRUG NOTES

In this section will be found all matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc.

FEDERAL

Standards Suggested for Flavors, Oils and Fats

The Joint Committee on Definitions and Standards has recommended the adoption of standards for certain products, including ginger ale flavor, ginger ale, and cacao products. These standards do not become effective until they have been formally adopted and published as a Food Inspection Decision. These are the standards recommended by the committee:

Ginger Ale Flavors, Ginger Ale Concentrate, is the flavoring product in which ginger is the essential constituent, with or without other aromatic and pungent ingredients, citrus oils and fruit juices.

Ginger Ale is the carbonated beverage prepared from Ginger Ale Flavor, sugar (sucrose) syrup, harmless organic acid, potable water and caramel color.

CACAO PRODUCTS

1. *Cacao Beans, Cocoa Beans*, are the seeds of trees belonging to the Genus *Theobroma*, especially those of *Theobroma cacao* L., and closely related species.

2. *Cacao Nibs, Cocoa Nibs, "Cracked Cocoa"*, are roasted, broken cacao beans freed from germs and from shell or husk.

3. *Chocolate, Plain Chocolate, Bitter Chocolate, Chocolate Liquor, Chocolate Paste, Bitter Chocolate Coating* (exclusive of alkalized products), is the solid or plastic mass obtained by grinding cacao nibs and contains not less than 50 per cent of cacao fat and, on the moisture-and-fat-free basis, not more than 8.5 per cent of total ash, not more than 0.4 per cent of ash insoluble in hydro-chloric acid and not more than 7 per cent of crude fiber.

4. *Sweet Chocolate, Sweet Chocolate Coating*, is chocolate mixed with sugar (sucrose), with or without the addition of cocoa butter, spices, or other flavoring materials, and contains, on the moisture-, sugar-, and fat-free basis, no higher percentage of total ash, ash insoluble in hydro-chloric acid, or crude fiber, respectively, than is found in chocolate.

5. *Cocoa, Powdered Cocoa*, is chocolate deprived of a portion of its fat and finely pulverized, and contains, on the moisture- and fat-free basis, no greater percentage of total ash, ash insoluble in hydrochloric acid, or crude fiber, respectively, than is found in chocolate.

6. *"Breakfast Cocoa"* is cocoa which contains not less than 25 per cent of cacao fat.

7. *Sweet Cocoa Sweetened Cocoa* is cocoa mixed with sugar (sucrose), and contains not more than 65 per cent sugar in the finished product, and, on the moisture-, sugar- and fat-free basis, no greater percentage of total ash, ash insoluble in hydrochloric acid, or crude fiber, respectively, than is found in chocolate.

8. *Milk Chocolate, Sweet Milk Chocolate*, is chocolate or sweet chocolate to which whole milk or its equivalent in milk products has been added, and which contains not less than 12.0 per cent of whole milk solids in the finished product.

EDIBLE VEGETABLE OILS AND FATS

2. *Cacao Butter, Cocoa Butter*, is the edible fat obtained from sound cacao seeds (*Theobroma cacao* L., or about closely related species), either before or after roasting.

In the standards for ginger ale flavor and ginger ale, the use of the customary amounts of capsicum is permitted without the necessity of declaring the presence of such capsicum upon the label. Caramel color may be used and need not be stated upon the label. The above standards for ginger products are along the lines contended for by both Flavoring Extract Manufacturers' Association and the National Manufacturers of Soda Water Flavors.

DANGER OF ILLOGICAL PERFUME NOMENCLATURE

By W. G. UNGERER, of New York

Many and many are the troubles of the harried perfumer as he pilots his bark between Scylla and Charybdis and other obstacles too numerous to mention but few have thought it worth while to comment on the ever increasing danger that he be completely submerged in a sea of ill-considered nomenclature.

It is entirely logical that manufacturers and purveyors of primary perfume materials and aromatic chemicals should seek to attach to them appellations of such graceful appeal, such marked fidelity to the odorant character of the product as to fix them forever in the mind of the perfumer.

The unfortunate fact in this connection is that these efforts at artistic nomenclature fall so far short of success in many instances. It is sad to contemplate the lack of originality which can conceive no method of choosing a suitable cognomen for a new product save that of taking the name of a similar and competing product with an established reputation and changing the arrangement of one or two of the letters in order to obtain an appellation which will appear measurably different to the eye but not to the ear.

After such a process as this has been carried through several times with respect to the same or similar specialties a condition of confusion has been created which is not merely amusing but embarrassing. The unfortunate perfumer finds himself under the necessity of keeping correctly assorted in his mind a half dozen or more names applying to the same or similar or it may be to totally dissimilar substances but which so far as appearance and sound are concerned have little to assist him in his task of distinguishing them. The penalty for a slip on his part may be heavy for a similarity in name may deceive him into ruining a batch of perfume by the introduction of an improper ingredient.

The remedy for this situation is to be sought in the co-operation of those interested and there are few but will be willing to admit that such a remedy is sadly needed. It is manifestly unfair to the originator and user of a certain name that others should practically appropriate it by the use of another almost indistinguishable and applied many times to a competing product. Moreover, it is troublesome and confusing to the perfumer. Thus it is to the interest of both buyer and seller that such practices should be avoided.

Certainly it will be admitted that there are legal remedies which may be applied in such instances but few care to adopt them unless the case is a flagrant one and most of the plagiarisms are unintentional and unconscious. Far better that the situation be met by mutual agreement rather than by legal action or even the threat of it.

The Manufacturing Perfumers' Association has established an exceedingly useful service in connection with the registration of names and trademarks by which the members may ascertain whether a contemplated name or design is already in use by someone else but this is mainly intended to apply or at least usually has been applied only to the products which are sold to the retail consumer. It would seem to be a constructive suggestion that similar service be established by the common consent of all those dealing in perfume materials through which the inextricable confusion now existing regarding the multitude of similar appellations might be cleared up or at least prevented from becoming worse than at present—as it inevitably must unless something is done.

If this could be accomplished then each new name could be submitted before use to an agency which could determine whether it resembled any already in use so closely as to constitute unfair imitation or cause added confusion. It might even be that the agency already in operation could extend to cover the situation and give advice on the nomenclature of perfume specialties as well as that of perfume and cosmetics.

As to the rule to be followed in choosing distinctive appellations we cannot do better than to follow the advice as to the choice of cognomens for individuals given by that most excellent purveyor of good sense, Montaigne.

"But, besides this," says Montaigne, "it is really convenient to have a well-sounding name, such as is easy of pronunciation and easy to remember, by reason that kings and other great persons do by that reason the more easily know and the more hardly forget us."

Kings and other great persons we may not have to deal with but buyers are of at least equal importance in this day and age and the advice is as good as when given.—*Ungerer's Bulletin.*

HOW THE JONTEEL LABEL WAS SELECTED

Count the number of words on the Jonteel label. The United Drug Co. can hardly be accused of "beating about the bush." For two years prior to the appearance of the "Jonteel" family the label was under consideration. The two words "Odor Jonteel" alone survived the "blue pencil," writes George Nelson in the *Glass Container*.

The history of that label's creation is known to few, but it is significant that two long years should have elapsed from its inception to birth.

When finally the product came from the "crucible" all froth had been skimmed off and there remained an extraordinary bird and two words on a background of black.

During those two years the United Drug Co. was undoubtedly gathering facts and opinions. Those are their methods.

Some years ago the author was privileged to assist in an experiment which he assumes was in some way intended to test the effectiveness of copy to be used by the United Drug Co. in their magazine advertising. While this experiment does not directly concern itself with the design of labels, it does, however, employ methods that can, with modifications, be adapted to label design. Proofs of five full-page color advertisements were given to 44 persons (men and women) and each asked to number the five in the order of his or her preference. The word "preference" was first clearly defined.

This experiment was conducted in many sections of the United States. Below are given the averages credited each of the five advertisements in New York City and in Indiana.

Key	ORDER OF PREFERENCE		New York (44) Men and (84) Women	Women
	Indiana			
1 Large head of the bird which is the Jonteel trade-mark	4.6		4.1	
2 Man and girl saying good-night at garden gate	2.7		2.9	
3 Scene in Oriental court	3.0		3.6	
4 Man and woman in costume of early 19th century—apple blossoms—very artistic	2.6		2.5	
5 Close-up of Helen Charwick smelling Jonteel	2.0		1.6	

The following is given as an example of the method used in obtaining averages: in New York (1) was rated by the 44 persons as follows:

No. Persons	Key	Rating
22	5	110
11	4	44
8	3	24
3	2	6
44		184

The total 184 divided by the number of persons gives 4.1 as the New York average for (1).

It can be assumed that these statistics proved valuable to the United Drug Co., but not knowing the general plan, the data obtained only indicated the existence of a specific similarity in the inhabitants of the eastern seaboard and the middle west.

If such painstaking effort is profitable in the design of a short-lived magazine advertisement, the two years preceding the birth of the "Jonteel" label are satisfactorily accounted for.

A complete story of the conferences, rejected sketches and perspiration that contributed to the creation of the "Jonteel" label, would add an intensely interesting chapter to advertising history.

COTY, ON FLYING TRIP HERE, TELLS HIS LIFE PURPOSES

Francois Coty, French perfumer, newspaper publisher, millionaire and social worker, with characteristic energy came to the United States, June 24, looked over his interests here, talked with prominent men, made plans for the establishment of an American company, and departed July 5. The whole trip took just twenty-four days, twelve of which were spent on the ocean and twelve in the United States.

The trip was characteristic of the man who is accustomed to doing things in a big way and doing them whole-heartedly. Starting in business in 1905, without capital, he has become in the last 17 years one of the richest and one of the foremost men in France, and he is still under fifty years of age. During the war he became active in public affairs and since then he has become a member of the Conseil General de la Corse, the parliament of the Department of Corsica, of which he is a native. He is a great nephew of Captain Spoturno, Napoleon's aide-de-camp and cousin. His purchase of the majority of the stock of the *Paris Figaro*, one of the foremost newspapers of France, is regarded as a stepping stone to a political career in his native land; for at the coming elections he will run for Senator from Corsica.

Mr. Coty, accompanied by Mrs. Coty and their daughter and son-in-law, Paul Dubonnet, arrived in the United States June 24; and from then until the time of their departure on the liner *Paris*, July 5, were the guests of Mr. and Mrs. B. E. Levy at Larchmont, N. Y.

In the course of a talk regarding his visit to America Mr. Coty declared that he had read the editorial in the June issue of *THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW* on the "Trend of French Competition" with much interest. "It was a clear and capable analysis of the situation," he said. "Progress of any manufacturer undoubtedly depends," he continued, "on the manufacture of products equally good or better than his competitors regardless of where they come from. Remember," he added with a smile, "there is no magic in the word 'French' or 'imported.' That is a delusion that seems to be entertained over here in some quarters, but many French manufacturers have learned from bitter experience that it is just a delusion. Of those French perfumers who have tried to enter the American field and have fallen there are many. And the reason they failed," he emphasized, bringing his fist down on the table, "is because their products intrinsically lacked the merit which alone and finally determines success. It is a mistake to suppose that all French perfumes are good. There are some"—and he smiled broadly—"that are exceptionally good; and the only reason these find a ready market in America is not because they are 'imported' but because of their sheer merit, because of their artistic packages and the sound advertising and merchandising forces supporting them."

Mr. Coty feels that the establishment of branch factories in the United States by French perfumers will result in benefit to American manufacturers. "In every era," he said, "it is a remarkable fact that the progress of civilization has been measured in no small way by the increased

use of perfumes and cosmetics. The wider distribution of perfumes of the better character in America, which is vastly undersold, will do much to mould a growing tendency into a habit; and once this becomes widespread all classes of manufacturers cannot fail but share in its benefits. One has but to glance at the histories of the silk or linen industries to realize the truth of this observation."

Since Mr. Coty became interested in the *Figaro*, he devotes a page each week in it to American affairs as a means of promoting a better understanding between this country and France. Discussing his political career he said: "In my opinion, there is no nobler work for a citizen of a free country than that which consists in placing himself at his country's disposal, with all that he may have of intelligence and financial and social power. When I felt that my industrial and financial position was sufficiently powerful and that my future was assured, I said to myself that henceforth I had another duty before me: that of helping my country to come out of the fearful economic crisis in which it has been plunged by war, by devoting a part of my time to political action.

"Political life has led by a natural road to newspaper activity; these two elements complete one another, for in order to influence a people, it is not only necessary to counsel it in legislative assemblies, but it must also be enlightened and made to understand the new duties which arise from the glorious heritage of twenty centuries of civilization and from the exceptional difficulties of the present hour. It was in this way that I became the principal stockholder of the French paper *Le Figaro*. I began by bringing back to the paper every good element which had left it; these men are now ready to place their activity and talent at the service of the great French cause in connection with the outside world. I realized that I could infuse new blood into that powerful organ, which had remained faithful to the traditions of French distinction and dignity. We have very definite plans in connection with our paper; we have already carried out a few of them, and I feel sure that with our competent management in the editor's department, the remainder will be brought about by degrees."



FRANCOIS COTY

Worth More Than Five Times the Cost

(From Joseph LaColla, of the LaColla Manufacturing Company, Manufacturers of Perfumes, 116 Pine St., Brooklyn, N. Y.)

It is now three years I have subscribed to *THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW*. I would not be without it if it cost five times as much. Surely the allied trades must appreciate your interesting efforts in their behalf. Enclosed \$2 for this year's subscription.

Bottle Incendiary Fights Fire

The rays of the afternoon sun striking and passing through a bottle of distilled water on the back porch of a house in Emporia, Kansas, set fire to a gunnysack on which the bottle stood. The bottle finally broke and the water quenched the fire which had begun to attack the porch floor. —*Safeguarding America Against Fire.*

IMPORTANT DECISION IN COTY-PRESTONETTES LAW SUIT

For the first time the legal rights of many perfumers who purchase imported French perfumes and re-bottle them in small vials which they retail to the public, have been defined by a court of record. The United States District Court for the Southern District of New York, after carefully weighing the evidence in the case of *Francois Coty vs. Prestonettes, Inc.*, on June 26 issued a temporary injunction restraining the defendant from using the name of Coty and L'Origan in any but the ways prescribed by order of the Court. The decision, in this case, is in effect a ruling on the rights of any jobber or perfumer to purchase well known brands of perfume in the original packages and to re-bottle them for resale to the public.

The decision also covered the right of the defendant to use Coty's L'Origan Face Powder for the manufacture of compacts. Prestonettes, Inc., according to the evidence in the case, sold face powder packed in a metal box bearing the inscription "French Prestonettes of Coty's L'Origan," contained in a pasteboard box having on the top of the cover "Coty's L'Origan Powder" and on the side in small letters "Packed and fabricated by Prestonettes, Inc., 799 Broadway." On the bottom of the box were these words: "Notice—The powder used in this compact is taken from an original Coty box and guaranteed if this seal is unbroken." The perfume sold by the defendant was put up in vials or bottles on which was a label "French Prestonettes of Coty's L'Origan." There was no evidence of anything except a mere re-bottling.

The order of the Court defining the conditions under which the powder might be used and the perfume re-bottled follows:

"Ordered, that upon the plaintiff filing a bond according to law in the sum of One Thousand Dollars (\$1,000) that an injunction be issued under the seal of this Court and directed to the defendant, its officers, agents, servants, and all persons acting through and under it or in privity therewith restraining and enjoining them until further order of this Court from using 'Coty' or any deceptive simulation thereof, or 'L'Origan' or any deceptive simulation thereof, and in particular from using 'Origan,' save to resell the unaltered articles sold by the plaintiff herein in the identical containers or bottles in which said articles have been packed or re-bottled by said plaintiff, save that the defendant may use the following statement to designate the unaltered perfumes sold by plaintiff if independently re-bottled by defendant, said statement to appear only on labels securely affixed to defendant's bottles and containers:—

"Prestonettes, Inc., not connected with Coty, states that the contents are Coty's—(giving the name of the article) independently re-bottled in New York, every word of said statement to be in letters of the same size, color, type and general distinctiveness.

"And that if the defendant makes and sells compacts of face powder from the genuine loose powder of plaintiff, it may designate such compacts by the following statement, said statement to appear only on labels securely affixed to defendant's containers:—

"Prestonettes, Inc., not connected with Coty, states that the compact of face powder herein was independently compounded by it from Coty's—(giving the name) loose powder and its own binder. Loose powder—per cent, Binder—per cent, every word of said statement to be in letters of the same size, color, type and general distinctiveness.

"And that the advertising, circulars, placards, documents in general and oral statements used by defendant and the before-mentioned other persons to sell or offer for sale the articles identified by the before-mentioned labels shall conform to the requirements specified for such labels."

In his opinion Judge Augustus N. Hand said in part:

"I am of the opinion that the defendant has infringed complainant's trade-mark by affixing it to the face powder which though purchased by the defendant from the complainant has been treated and packed by it. This should not con-

tinue, without a much clearer warning to the public that the merchandise is packed and fabricated by the defendant. The affidavits show the care with which complainant compacts its face powder. The latter, as well as the public, are entitled to have it unmistakably known that a face powder sold as originating with the complainant is fabricated and packed by another. The same rule must apply in case of the perfumery, and a preliminary injunction will be granted as to bottles which do not contain labels securely fixed prominently setting forth that the perfumery has been bottled by the defendant. Anything else leads to misconstruction."

New Ruling on Duty on Decorated Bottles

Glass bottles that have been decorated in any fashion are dutiable at 45 per cent. ad valorem, no matter what the contents, according to a decision handed down by the Board of General Appraisers in the case of *Ford, of France*. Perfumery imported in small bottles that had been slightly decorated were assessed originally at 60 per cent. ad valorem, the same rate at which the contents would ordinarily be dutiable. This was under Paragraph 48 of the Act of 1913. The importer claimed that the goods were dutiable only at 45 per cent. ad valorem under Paragraph 84, specifying decorated bottles. The protest was sustained.

DETERMINATION OF METHYL AND ETHYL ALCOHOLS IN SPIRITS, COSMETICS AND OTHER PREPARATIONS

The physical constants best suited for the determination of the quantitative proportions of ethyl and methyl alcohols in mixtures of these alcohols, according to W. Lange and G. Reif, are the refractive indexes which may be quickly and accurately ascertained with the aid of an immiscible Zeiss refractometer. The refractive index of the ethyl

17.5

alcohol (n_D) is 1.3619, and that of the methyl alcohol

D

1.3297 (Landolt-Boernstein, Phys.-Chem. Table, 4th edition, page 1022), corresponding with 92.3 and 6.0 scale parts of the Zeiss refractometer.

An accurate determination of the quantities of methyl and ethyl alcohol is possible almost instantly with anhydrous mixtures consisting solely of these two alcohols. In this case it is only necessary to ascertain the scale part of the Zeiss refractometer for the mixture. The proportions of the mixture can then easily be calculated on the basis of the mentioned refractometer numbers. Unfortunately, however, the isolation of the mixture of the two alcohols in an anhydrous state, is impossible in most cases.

The difficulty may be overcome by determining the refractive indexes of the various mixtures of ethyl and methyl alcohol with a certain fixed water content and compiling them into a table. It will then only be necessary to prepare a distillate containing the entire alcohol (ethyl and methyl) of the spirits, cosmetics, etc., to be examined and to dilute it in such a manner that the water content corresponds with the mixtures forming the basis for the tables. After ascertaining the refractive index of the mixture prepared according to this method the methyl alcohol content can be read from the table at once.—*Deutsche Parfumerie-Zeitung*, vol. 7, No. 19; page 207.

Commendation Comes from India

(Goxind Daji Joshi & Co., Perfumers and Confectioners, 654 Sadashiv Peth, Poona City, India)

We like your journal very much and wish every success to it. It has been very much appreciated by men of our profession.

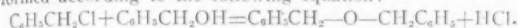
ON THE AUTO-OXIDATION OF BENZYL ALCOHOL

By DR. G. BLANC, of Monel & Co., Grasse

The use of diethyl phthalate for perfumes without alcohol is not without serious inconveniences, namely: first, its relatively high price due to a great extent to the necessity of using, for esterification, phthalic anhydride and alcohol of high quality, subject to a considerable tax; and then its almost absolute lack of volatility. Nevertheless it has everywhere been preferred to benzyl alcohol. The latter has been objected to for not being completely neutral and for possessing a particular odor, more or less powerful and in some cases very annoying.

I have been induced to study this question of the odor of benzyl alcohol more closely. The results I have reached are outlined below.

The benzyl alcohol met with in commerce is manufactured by the action, at boiling temperature, of a solution of carbonate of soda on benzyl chloride. The latter is never perfectly pure; in addition to chlorinated toluene, it contains benzal chloride which changes, during the saponification, into benzaldehyde. Moreover, this same saponification produces a rather considerable quantity of benzyl oxide, the production of which cannot be avoided and which is formed according to the following equation:



Finally we find in the finished product benzyl alcohol, benzyl oxide, chlorotoluenes and benzaldehyde, plus unchanged benzyl chloride.

It is relatively easy to get rid of the benzyl chloride and of the chlorinated toluene by fractionation, and of the ben-

zaldehyde by washing with bisulphite of soda, but the dibenzyl oxide, in spite of the considerable difference between its boiling point and that of benzyl alcohol—about 100° C.—necessitates a very thorough fractionation for its elimination, and this is never accomplished absolutely.

Moreover, the dibenzyl oxide has an extremely tenacious odor; it is this odor that is found in benzyl alcohol of inferior quality. Pure benzyl alcohol, prepared by the saponification of the acetate, is in fact almost wholly free from odor.

But this is not the only trouble. If benzyl alcohol, containing traces of benzyl oxide, is kept for some time in an imperfectly closed bottle, benzaldehyde is formed, the odor of which is added to that of the former. There is evidently auto-oxidation. Experiment shows that this first begins with the benzyl oxide and continues in the benzyl alcohol, the benzyl oxide acting as a sort of catalyst.

A benzyl alcohol free from benzyl oxide does not undergo the transformation. Nevertheless, in the presence of certain metals or metallic dusts the same thing occurs, often very rapidly.

In short, the odor of commercial benzyl alcohol is due to a mixture of dibenzyl oxide and benzaldehyde, the latter produced by auto-oxidation.

The indispensable condition for obtaining a non-odorous benzyl alcohol is the prevention of the formation of benzyl oxide. This can easily be attained by replacing the carbonate of soda by alkaline earth carbonates and by working under suitable conditions of dilution.

OIL OF BAOBAB'S PROPERTIES AND POSSIBLE USE IN PERFUMERY AND SOAPMAKING*

The Baobab (*Adansonia*), of the family *Malvaceae*, is the oldest organic structure on our planet. It is a tree of enormous size. Some measure 70 to 77 feet in circumference. Baobabs do not attain their final size until they are 800 years old, and they may have a considerably greater longevity.

On Cape Verde *Adanson* measured a trunk that was 19 meters in circumference; this tree, according to calculations based on the number of ligneous layers, proved to be 5,000 years old.

The baobab is most often found in an isolated state; nevertheless some groves are found in tropical Africa and in Madagascar. It has magnificent purple flowers and begins to bear fruit at the age of about eight to ten years. In "Lès Merveilles de la Végétation" Eugène Marion writes:

"The fruit of this tree is round or oval, according to the species; the color of the shell as it ripens changes from green to fawn and brown. This fruit is sometimes called 'Monkey's bread.' It contains a spongy substance paler than chocolate and filled with an abundant liquid.

"The leaves, which are at first long, later divide into three parts, and still later into five fragments, giving them at a distance the appearance of a hand.

"The bark, an ashen gray, about a thumb's breadth in thickness, is reduced to a powder by the Senegalese negroes, who season their food with this powder in order to keep their bodies in a state of moderate perspiration and to temper the excessive internal heat. They also use it as an antidote for certain kinds of fever."

In fact it seems that this powder, known to the natives by the name of "Lalo," is a defense against the dysenteries and inflammatory fevers to which the Europeans who live in Senegal are frequently exposed.

* * *

The only thing which may be of interest here is the fatty matter contained inside of the fruit.

In his work "Plantes à Huiles" (The Oil Plants), M.

*From *Bulletin Technique & Commercial*, June 10, 1922.

Yves Henry, agreeing with M. P. Ammann's opinion, maintains that "unfortunately, the proportion of oil contained in the seeds is very small and is insufficient to permit of industrial treatment." This statement, however, refers only to the baobab seeds of Senegal. The same author adds:

"M. Milliau points out that the baobab seeds of Madagascar contain twice as much oil. This makes the varieties with the large amount of oil important from the industrial point of view."

In fact, instead of the 14.52 per cent of fatty substance contained in the Senegalese species, and the 14.65 per cent in the Soudanese species, the baobab seed of Madagascar gives more than 39 per cent. For certain varieties of the same origin the oil content has been as much as 42.6 per cent.

Golden yellow in color and of an agreeable odor, this oil, according to Milliau, possesses remarkable properties. He writes: "Extracted in a proper way it may make an excellent table oil. It could also be used in the making of artificial butter and margarine. In soapmaking it may serve for the manufacture of fine soaps. In this manufacture only seed oils deodorized like lard may be used, and these are expensive. This oil could serve the same purpose as olive oil in pharmacy, in perfumery, etc.

"This oil is perfectly suited to lubrication, as it can be obtained with a very low free acidity and does not become strongly rancid. As the point of solidification of its fatty acids is comparable to that of tallow, we may anticipate its speedy utilization in stearin manufacture, whether the whole oil is taken, or whether the margarine only is kept, for this purpose.

"Finally, the oil-cake obtained by pressing the seeds constitutes a food of the highest quality for animals."

* * *

This simple account shows the many resources offered by the baobab. As yet it is one of France's colonial treasures like so many others that are too little exploited because too little known. It is well to point it out, in view of the important services that baobab oil may render to chemists, perfumers and soapmakers.

JULY REPORT ON GRASSE FLORAL PRODUCTS

(From Our Own Correspondent)

GRASSE, July 5.—There have been some changes in the flower situation since our last report and an important meeting was held at Lavender Syndicate. The situation at present can be reviewed as follows:

ORANGE

The decline that has occurred in all of the products derived from orange flowers has brought about quite an important demand, inasmuch as the present market prices are interesting and enable the consumers to go back to these products which they had partly abandoned in consequence of the high prices prevailing during recent years.

Neroli is resuming its place in all Cologne waters and in certain extracts. The demand from consumers is also encouraging, and even though the 1922 crop should turn out to have been a superb one, the essences derived from these flowers will all be sold within a few months.

Some important Paris concerns have already made very important purchases, and of Neroli, in particular, more than half of the output has been sold.

ROSE

Just as in the case of the orange products, the market prices of the rose products have also undergone notable declines.

It is materially impossible to foresee a still more appreciable decline, inasmuch as the roses have brought the minimum possible price this year, and below this figure cultivation will no longer be possible. Many purchasers have even bought on speculation, for the present market prices are to the advantage of those who are in a position to determine for themselves that a further decline is absolutely impossible. A rise may be anticipated for the next year, inasmuch as many growers feel more interested in growing garden vegetables or flowers for bouquets, which yield them a better return than their output of roses at the price they have brought this year.

Some very important purchases have been made for the concrete essences, and the rest will assuredly be sold within a short time.

JASMINE AND TUBEROSE

The harvest of these two flowers it is said will be a normal one. The gathering of the crop will begin along towards the end of this month. It is possible that there may be a decline in the price of the jasmine and tuberose products after the harvest, but it will not be any more appreciable than that which has occurred in the orange or the rose products. The expenses of growing, of gathering, of fertilizing, etc., which these flowers require are very important factors; so one must expect about the same prices as those that ruled for the 1921 harvest.

The tuberose products are very scarce, so that the price will be approximately identical with that of last year.

GERANIUMS

The rise that has occurred in the Algerian oil of geranium has had a repercussion in all of the geranium oils. The unwarranted demands of the Algerian planters have slowed up completely the demand for this oil, which the consumers can replace to advantage with the Grasse oil of geranium, which can be had for almost the same price, or with the Bourbon oil, which is preferred by the synthetic perfume industry.

LAVENDER

The overseas countries have made some important purchases, which have been followed by a slight rise, mainly in the grades containing a 40% ester content.

The new distillation will begin along towards the middle of next August. A normal harvest is looked for and prices are expected to be the same as for the past year.

(See the report of the Syndicate of Producers.)

ROSEMARY

The demand for the French oil is always active; the distillation will be finished within a fortnight.

THYME

There is no change to be reported in this article.

REPORT OF THE SYNDICATE OF PRODUCERS OF LAVENDER OILS OF FRANCE

The Syndicate of Producers of Lavender Essences of France assembled at a general ordinary meeting on the 1st of July, 1922, and after having listened to the reading—

1st, of the letter addressed by its president to Professor Perrot, president of the Ministerial Commission for the study of the lavender question, instituted by the Department of Commerce;

2nd, of the reply made by the secretary of the said Commission, and of the copy of the letter addressed by Professor Perrot to the Director of the Scientific Services for the suppression of frauds;

Became convinced of the futility of isolated efforts in accomplishing anything by means of petitions in conformity with the constitution, and resolved

1st, that the benefit accruing from the provisions of the General Law of 1905 for the suppression of frauds be rigorously applied to the oil of lavender;

2nd, that a demand be made by parliamentary initiative for the creation of a special rubric for the oil of lavender in the custom house documents, as well as for the customs importation or exportation, or through the bonded warehouse.

3rd, that the Department of Finances, through its agents who are charged with the inspection of stills and with the collection of the tax upon the volume of business, shall establish the output of oil of lavender approximately without any inquisitorial annoyances, by means of the elements which are already at their disposition, and by the spontaneous declarations of the distillers of the oil of lavender;

4th, that the said information be transmitted at the same time to the departmental Offices of Agriculture, and to the Ministerial Commission for the study of the lavender question, and that it be placed unreservedly by the Agricultural Offices at the disposition of the syndicates interested;

5th, that the Department of Agriculture cooperate officially in the work of the Commission for the study of the lavender question instituted by the Department of Commerce, the Department of Agriculture being interested in the essence of lavender commerce—by using the proceeds resulting from the adjudications concerning the right to cut flowers in the Government forests, the amount of the said adjudications being a contributing factor in the essential oil business.

While rendering homage to the obliging good-will of the members of Parliament to which, without regard to opinion and personality it has addressed itself, the Syndicate feels that from this time forth the practical defense of a system of cultivation, of a harvest, of an industry, of a commerce *exclusively French*, requires the urgent, effective parliamentary intervention of the departments interested; and it therefore entrusts its bureau with—

1st, reaching an understanding with similar syndicates for the purpose of organizing at the time of the October fair, with the cooperation of the French Agricultural Office, a conference with all of the Deputies and Senators of the Departments that produce lavender.

The said petition to be sent to the "Groupe de la Defense Paysanne de la Chambre" (Peasants' Protection Group of the Chamber), the Ministerial Commission for the study of the lavender question, the National Office of Foreign Commerce, and the competent departmental Agricultural Offices. The said groups, commissions and offices shall be urged to send the respective delegates to the said conference. The said invitation shall be sent to the Customs Commissions of the Chamber of Deputies and of the Senate.

All delegations of buyers, brokers and perfumers shall also be admitted to the said conference.

SURVEY OF NEW PERFUME TRADE POSSIBILITIES

A limited investigation in various markets of the United States and Canada as to the standing of certain brands of perfumes and toilet goods with a view of disclosing the possibilities for marketing new brands as well as increasing present sales of them was undertaken by the Bureau of Advertising of the American Newspaper Publishers' Association between March 15 and May 1, 1922. The investigation was conducted by means of a questionnaire sent to newspapers in every State of the Union, and in the Dominion of Canada, where the Bureau has members.

No attempt was made to obtain figures of the total business in the United States. For the purpose of the inquiry, the perfumes were arbitrarily divided into two classes—the higher priced and more exclusive brands and the more popularly priced extracts. In its summary of the report, the Bureau says:

"It is interesting to note that three foreign makes of perfumes hold a pre-eminent class position throughout the entire country. In practically every report at least one of these brands is named among the leaders and frequently all three are named as the most widely sought class perfumes.

"Their position is so strong that it is significant to find one or two makes of domestic perfumes ranking so highly in some markets that they are classed as quality products side by side with the French extracts, some of which has a century or more of reputation behind them. There are enough instances of this kind to convince the American manufacturer that it is possible to establish a fine perfume that will rank with the extracts of French manufacture and of worldwide reputation.

"Among the more popular priced perfumes, there is wide competition. No one brand holds any dominant position, and local and sectional brand names appear frequently. There are, however, three or four American perfumes that have a very wide distribution, but not a distribution that is of equal strength everywhere.

"One of the surprising facts disclosed is that the department stores do not push their private brands to the extent that might generally be expected; in fact, some of the department store buyers frankly say that it is easier to put their selling energy behind established lines of toilet goods.

"It was clearly established that the sale of perfumed toilet articles, such as face powders, toilet waters, talcums, etc., is increasing steadily. One buyer sums up the situation by saying: 'The American woman spends more for perfumes and cosmetics today than ever before.'

"The retailers also say that the bulk sales on toilet water are many times greater than the sales of extracts. One reason for this is that men are also buyers of toilet waters.

"In answer to the question as to what new perfumes have been put on the market in recent years, most of the storekeepers point to the 'flaconettes' and 'nips,' which slip into the pocket and which have been popularized within the last year or two.

"In the way of new sales plans, the one most frequently mentioned is the combination special, where the store or manufacturer gives one article free with the purchase of another. This method of introducing additions to a toilet goods line seems to be very popular. Sampling holds high place in the world of perfume merchandising.

"It is well established that women who like a particular extract also like other toilet articles with the same odor. All the stores that specialize in any particular brand of

perfume also carry collateral toilet lines of the same brand.

"In answer to the question as to whether or not there are good markets for new perfumes and new toilet goods lines, there was some difference of opinion.

"Some retailers said very frankly that they would resist a new brand unless there was a popular demand for it, because they were already carrying too many varieties. All storekeepers were in agreement that no new line could succeed unless the quality was there and unless it was attractively packed. More than usual emphasis is laid on the necessity for a package that is pleasing to the eye.

"There is no doubt that it will take aggressive advertising to establish a new brand of perfume, but there is every indication that there are plenty of opportunities for the live manufacturer with a quality article to make a dominant place in many of the markets of the country."

Typical answers received are given under the following questions, all of which were asked in the questionnaire:

Q. 1.—What are the highest priced brands of perfume sold in your city?

A.—Coty's, Houbigant's, Woodworth's, Palmer's. (75 per cent of the replies mentioned, as might be expected, that the highest priced perfumes were imported. The balance was divided primarily among four American manufacturers. The question almost automatically excluded American perfumes.)

Q. 2.—What are the usual sizes and prices?

A.—One-half oz., 1½ oz. and 2 oz., from \$1.00 to \$4.50 seemed to be most favored.

Q. 3.—What are the most popular priced and best selling perfumes?

A.—About 50 different popular brands of perfumes were specifically named. American-made perfumes made an excellent showing. Thus, the preponderance of opinion favored American perfumes. Five American perfumers ran ahead of Coty, the only French perfumer, excepting Houbigant, who made a notable showing for general popularity with the American people.

Q. 4.—What is the best selling size and price?

A.—One oz., \$1.00 to \$2.50. (The preference in this respect varied as might be expected in different parts of the country, but it indicated that price is not a governing factor in reaching volume sales.)

Q. 5.—Do the large department stores have their own private brands?

A.—Yes. (An affirmative answer was given only in the largest cities.)

Q. 6.—Do the perfume manufacturers as a rule have other toilet goods (face powders, talcums, etc.) under the same brand name?

A.—Yes.

Q. 7.—Have any novel or good sales plans recently been put on in your city in connection with perfumes or cosmetics? If so, what?

A.—One-half price sale. Giving box face powder with \$1.00 worth of perfumes. Colgate put sample of perfume in each purchase of powder or tooth-paste.

Q. 8.—Has any new perfume been put on in your market recently?

A.—Various brands were mentioned that had been introduced, including a popular American brand and a new brand of French perfume. Perfume sold in vials was also mentioned in numerous cases.

Q. 9.—In your judgment, is there a good market in your territory for a new perfume and a new toilet goods line?

A.—Always room for another good line, but must be high-class and must be put up in an attractive way.

People tire of one line and if they find a newer and better line, they take to it easier, if recommended.

Always is—American women spend more for perfume and cosmetics now than ever before.

Markets neglected since war. Any new product would find favor if introduced in a new way.

NOTE ON VANILLIN GLYCERIDE*

By FRANCIS D. DODGE

The attention of the writer was recently called to a deposit which had formed in a flavoring mixture consisting essentially of alcohol, glycerin, and vanillin. The precipitate was easily purified by filtration and washing with water and, thus isolated, was a white, almost odorless, microcrystalline powder, slightly soluble in water and ether. It was moderately soluble in cold alcohol, easily on heating, separating from solution on cooling in distinct crystalline plates. It was also easily soluble in 0.5 *N* potassium hydroxide solution, without, however, showing any definite neutralization and was precipitated in crystals on the addition of acid, behaving thus like a phenol.

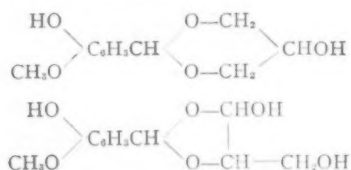
On warming the crystals with water, they dissolved slowly and the odor of vanillin became apparent. After a few hours' heating, vanillin alone crystallized from the cooled solution, and in the mother liquor glycerin was found by the usual tests. The hydrolysis was greatly hastened by acid catalysts, and an approximate analysis of the compound was made as follows:

2.0795 g. of substance was mixed with 20 cc. of warm water, and 1 cc. of 0.5 *N* hydrochloric acid added. The crystals dissolved immediately, and vanillin separated. To insure a complete hydrolysis, the mixture was heated for 1 hour at 90-100°. On cooling, the solution was extracted 4 times with ether, in 10 cc. portions. The ether extract, evaporated to constant weight at 50°, was nearly pure vanillin; the aqueous solution similarly evaporated left a residue of slightly discolored glycerin.

Calc. for vanillin: (1 mol.) 67.25%. Found: 1.405 g., or 67.5%.

Calc. for glycerin: (1 mol.) 40.71%. Found: 0.818 g., or 39.3%.

The substance is evidently the result of a combination of vanillin and glycerin in molecular proportions, with elimination of one molecule of water, and has probably one of the following two structural formulas.



It would thus be analogous to the acetals and glucosides and, in fact, a quite similar compound from benzaldehyde and glycerin has been described by Fischer.¹ The free phenol group accounts for the acidic nature and, at the same time, the absence of a free aldehyde group explains why the acid properties are less marked than in the case of vanillin.

Experiments on the preparation of the compound from its constituents showed that the reaction between vanillin and glycerin was much accelerated by the presence of mineral acid, but the latter was a very disturbing factor during the isolation of the product. Working in the cold and as rapidly as possible, it was found impossible to free the crystals from mother liquor before a very considerable hydrolysis had occurred, and any trace of acid left in the preparation caused its complete decomposition in a short time. To secure a stable product, it was found advisable to dissolve the crude crystals in a slight excess of 0.5 *N* alkali, and reprecipitate by somewhat less than the equivalent amount of acid, thus leaving the mother liquor slightly alkaline. After washing free from alkali, the crystals thus

obtained appear to be permanent. Where time is no object, the preparation without acid is perhaps simpler.

For example, a mixture of 5 g. of vanillin, 25 g. of glycerin, 15 g. of alcohol, and 2 g. of 30% hydrochloric acid was allowed to stand at ordinary temperature. After 3 days the formation of crystals was noticed. After 10 days the crystals were filtered, washed with cold water, and dried in a desiccator. Five days later the preparation, amounting to 2.45 g., was found to be entirely decomposed into vanillin and glycerin.

A similar mixture with 1.5 g. of 90% sulfuric acid in place of the hydrochloric acid yielded after 3 weeks 2.95 g., or 59% of the vanillin used, which after careful purification as described proved to be stable. The same mixture without any acid yielded after 11 weeks 1.83 g., or 36.6%.

Vanillin glyceride melts, not very sharply, at 160-162°. On adding a little acid to a dilute (about 0.2 *N*) alkaline solution, it crystallizes slowly in distinct plates which, under the microscope, in convergent polarized light, show an orthorhombic interference figure. Axial angle, $2E = 90-100^\circ$. Birefringence, positive; dispersion, $r < v$.

When the crystals are touched with a drop of dil. hydrochloric acid they quickly disappear and on standing, or on slow evaporation, the characteristic monoclinic needles of vanillin are observed.

The writer hopes to be able to report later on the reaction of glycerin with other aromatic aldehydes.

ESSENTIAL OILS AND PERFUMES IN ITALY

The Italo-English mint is cultivated to the extent of about 600 hectares in Piedmont, says Consul General John Ball Osborne at Genoa. Calabria and Sicily furnish the "esperidee" (lemon, bergamot, sweet and bitter orange, mandarin, citron, etc.), the peel of which furnishes high-grade essential oils, constituting a leading industry of that region, which is only slightly less important than the production of citrate of lime and citric acid, obtained from lemon juice. Lavender, herbs, and plants are plentiful in the western Alps; resinous plants are found in Alto Adige, in northeastern Italy; rosemary, thyme, juniper, absinthe, and many other herbs and plants abound in Sardinia; aniseed and fennel are raised in Romagna; and the rose, carnation, violet, and other flowers are grown along the Ligurian Riviera.

One firm has succeeded in producing from the Brunner rose of the Riviera an essence of which 20 kilos was sold in 1919, the first year of its appearance on the market. In order to obtain 1 kilo of this oil, about 5,500 kilos of petals, with an approximate value of 4,300 lire per kilo, are used.

The Italian Government, in the decree of November 17, 1918, exonerates for 10 years from the land tax and income tax, lands which are given over to the cultivation of flowers, plants, and aromatic herbs for distillation. This exemption will also be extended for a period of five years to factories which produce essential oils.

CITRUS-CANKER CONTROL EXPERIMENTS

The *Philippine Journal of Science*, Vol. 20, No. 2, just received, contains a valuable article on "Citrus-Canker Control Experiments in Japan," by H. Atherton Lee, mycologist of the Manila Bureau of Science and Arikuni Shino, agriculturist in charge, Kochi Prefecture, Japan. Four plates and one text figure are given to illustrate this extremely thorough and interesting article, which, unfortunately, we have not the space to reprint. It is of concern to a comparatively small number of our readers and these would best benefit by procuring the original article.

*Contribution to the Journal of the American Chemical Society from the Laboratory of Dodge & Olcott Co., Bayonne, N. J.

¹Fischer, Ber., 27, 1536 (1894).

TARIFF, ALCOHOL AND PERFUMERS AT WASHINGTON

Soap Manufacturers Win a Victory in Senate—Flavoring Extract Association Rallies to Uphold President and Perfumers and Others Deny Trade Board Charges—Treasury Decision 3,335 to Be Modified.

WASHINGTON, D. C., July 20.—The Senate has not progressed very rapidly on the tariff bill since our last report and at the time of this writing is only on the cotton schedule. Present indications are that the bill cannot even pass the Senate before the middle of August and some doubt if it will be possible to do even that.

Perhaps the matter of most interest to the perfumery and allied trades which has transpired regarding the tariff during the last month was the vote which was taken July 15 on the dye embargo whereby that provision was defeated by 38 to 32. The only chance that the dye and chemical interests have of reinstating the embargo in the tariff bill is when the bill is reported to the Senate by the Committee of the Whole, at which time another vote can be forced on this proposal. However, the odds are about a thousand to one that the embargo provision will be put back in the bill. Even the most optimistic of the advocates of the embargo do not expect that the embargo will be put back in the bill.

The vote followed a full day's discussion on the floor of the Senate, during which the principal speech against the embargo was delivered by Senator Moses of New Hampshire, seconded by Senator King of Utah. Senator Frelinghuysen of New Jersey, of course, advocated the passage of the embargo as necessary to the very life of the dye and chemical interests in the United States.

Surprisingly little interest was taken by the members of the Senate in the discussion on the floor. All of the votes in favor of continuing the dyestuff embargo were by Republicans, while all of the Democrats voted against the continuation of the embargo and they were backed up by the votes of fourteen Republicans.

TARIFF VICTORY FOR SOAP MANUFACTURERS

Agricultural Senators failed in an attempt to eliminate a provision from the tariff bill, which in effect exempts soap manufacturers and others using vegetable oil for non-edible purposes from the payment of duty.

Senator Gooding of Idaho, head of the Western agricultural tariff bloc, led the fight for the elimination of the provision. A motion made by him to strike it out was defeated by a vote of 24 to 33. Sixteen Republican Senators were among those voting in the affirmative.

Senators who urged that the soap manufacturers be exempt from duty declared that the duty would be an unnecessary tax on the industry, and that instead of benefiting agriculture the duty would indirectly injure American export trade in fats and oils.

Senator Frelinghuysen said that not only would the duty not help the farmer as claimed by Senator Gooding, but that it would greatly injure the soap manufacturers.

"The soap industry is located in 25 States and there are 348 separate establishments," said Senator Frelinghuysen. "The value of the products is \$316,000,000 annually. I claim it is an injustice to require soap manufacturers to pay a duty on products which must be imported. A duty will not help the farmer and it will seriously injure these industries."

After the defeat of the Gooding amendment the Senate approved the paragraph as reported from the Finance Committee in the McCumber bill. It imposes duties of three cents per pound on cottonseed oil and soya bean oil and four cents a pound on coconut oil and peanut oil. The proviso which practically all the farm organizations of the country have sought to have eliminated permits these oils to be imported under bond and the duties remitted if satisfactory proof is furnished within a period of three years that the oil has been used in the manufacture of articles unfit for food.

It is also provided that if any such oil imported under bond in this manner is used in the manufacture of articles fit for food there shall be levied a penalty duty of 3 cents per pound in addition to the specified rates.

F. E. M. A. QUICK TO SUPPORT PRESIDENT

Business organizations of the country have been called upon by the Board of Directors of the Chamber of Commerce of the United States to take such leadership as will crystalize public sentiment in upholding President Harding in the exercise of his authority for the maintenance of uninterrupted railway transportation.

At the same time the Board commended President Harding's statement making clear the issues involved in the strike, and urged the Administration to use all the power of the agencies of the Government to the end that the supremacy of the law be maintained.

The Flavoring Extract Manufacturers' Association of the United States was one of the first of many organizations to telegraph to President Harding its strong endorsement of his attitude in the present conditions in the country.

WOULD TAKE TARIFF OUT OF POLITICS

Senator Arthur Capper, of Kansas, and Senator Miles Poindexter, of Washington, in statements given out by the Committee for a Non-Partisan Scientific Tariff, announce their support of the project to take the tariff out of politics as exemplified in the Frelinghuysen amendment to the pending bill. This amendment provides for a reorganization of the Tariff Commission and the levying of duties on a finding of facts ascertained by experts and submitted to the Congress.

The indorsement of the non-partisan scientific principle in tariff making by two of the most powerful Western senators in the Progressive wing of the party is regarded as indicative of the widespread growth of sentiment throughout the nation for a reform in the methods of writing tariffs. Senator Capper as head of the agricultural bloc in the Senate is known as an orthodox protectionist who has consistently stood for the principle advocated by those favoring a scientific tariff, the protection of American labor, agricultural and industrial.

Senator Poindexter, who has long been known as an ardent student of the tariff and an advocate of reform in the system of tariff making, some six months ago introduced an amendment to the tariff bill then pending, providing for the creation of a Tariff Commission. On the floor of the Senate he denounced the existing system of tariff making and gave strong arguments for legislation that would do away with present methods and introduce an era of non-partisan and scientific tariff making.

TREASURY REGULATION 3,335 WILL BE MODIFIED

Everybody interested knows that Internal Revenue Commissioner Blair has suspended Treasury Decision 3,335, known as the alcohol bond regulation, until September 1. Few persons know that Mr. Blair, in the interest of fair play, has appointed Judge J. J. Britt, of Asheville, North Carolina, as a new counsel to Prohibition Commissioner Haynes. The appointment followed the mass of protests against received by Mr. Blair, Mr. Haynes and Assistant Internal Revenue Commissioner C. P. Smith against law interpretations that had been given to the Prohibition Unit. Judge Britt has served in Congress, has been an assistant postmaster general and is counted to be an extremely good lawyer, with judicial temperament.

The first thing Judge Britt did when he took hold was to recommend delay on Treasury Decision 3,335. It was no more perhaps than might have been expected of a conservative public official who was utterly unbiased and has been accustomed to construe the law as it is and not as some persons want to have it enforced. It is the old fight in which the prohibition element has sought every way to make even the industrial alcohol industries impotent. Judge Britt is Dry, but he is not a fanatic and the consensus here is that he will give both sides fair play and no favoritism.

The old regulations of course will rule until they are

superseded by new ones. It can be said upon fairly good authority that T. D. 3335 will not go into effect at all. A new regulation will be drafted which will eliminate the double bond and some of the other objectionable features and it is understood that it will be either a complete substitute, or an entirely new regulation.

Judge Britt proposes to invite representatives of all organizations interested to hearings on the subject of putting T. D. 3335 into effect and asking them to suggest changes and modifications.

It can be stated positively that the basis for the non-beverage liquor bond will remain as it is, \$4.20 per proof gallon for distilled spirits, and that it will not be increased to \$8.40, as provided in T. D. 3335, in its original form. The revised regulation will also include the original provision providing for a new bond form whereby real estate may be given as security by an applicant for a non-beverage liquor permit.

DENATURANT FORMULA FOR EXTERNAL PURPOSES

Formula No. 47 was authorized last week by Internal Revenue Commissioner D. H. Blair for use in the manufacture of tincture of arnica and other liniments and lotions for external purposes. This formula is as follows: To every 100 gallons of pure ethyl alcohol add 7 gallons of fluid extract of arnica flowers, National Formulary, Third Edition. Alcohol specially denatured in accordance with this formula may be purchased taxfree from bonded denatured plants upon a permit obtained through the offices of the local internal revenue collector upon application on Form 1479.

PERFUMERS DENY TRADE BOARD CHARGES

Denial of most of the charges of the Federal Trade Commission in complaints alleging unfair methods of competition on the part of V. Vivaudou, Inc., and Prichard & Constance, Inc., cosmetics and toilet articles, is made in answers just filed with the commission by those concerns in response to the commission's complaints.

V. Vivaudou, Inc., denies that it "employs a system for the maintenance and enforcement of resale prices wherein it secures the co-operation of the dealer-customers and other persons," and denies further "that at the time of the institution of this action any system for the maintenance and enforcement of resale prices was maintained by the respondent." The answer is signed by Ralph H. Aronson, vice-president.

Prichard & Constance, Inc., by its president, Arthur J. Morison, denies unfair methods of competition and other allegations of the commission, "except that respondent admits that it gives discounts and bonuses, and alleges that the discounts are based on the status of the purchaser, as indicated by the service rendered, so that the wholesaler and jobber receive an extra discount for their services as distributors of respondent's products, and that respondent gives bonuses to retailers for quality purchases, and for no other purpose."

Most of the allegations of the commission in its two complaints are denied, and both respondents pray that the complaints against them be dismissed.

WILLIAMS SOAP COMPANY FILES ANSWER

The Williams Soap Company has filed an answer with the Federal Trade Commission, Docket No. 896, in which it denies that false and misleading statements are made in its catalogues concerning the origin, nature, quality and value of some of the soaps manufactured by it. The company admits it manufactures certain soaps, such as "antiseptic shaving soap," etc., but denies that the names of these brands are in any way false or misleading. Denial is also made by the company that it puts up certain brands of its soap bearing a retail price of 25 cents per cake, contemplating that such brands will be sold at a price substantially less than the price marked.

CITRUS SOAP COMPANY DENIES CHARGES

An answer has been filed with the Federal Trade Commission by the Citrus Soap Company of San Diego, California in which the Commission alleged price maintenance. The answer states that the company named as respondent

(Continued on page 231)

HOLDING UP OF TREASURY RULING 3335

The suspension of Treasury decision 3335 until September 1 by order of A. W. Mellon, Secretary of the Treasury, was largely the result of information given by H. W. Eddy, "the bond man," and representatives of the Flavoring Extract Manufacturers' Association, the National Wholesale Druggists' Association, the American Drug Manufacturers' Association and Soda Bottlers' Association at a special hearing before the commissioner of Internal Revenue June 22. At the hearing many objections were made to the adoption of \$8.40 per proof gallon as a basis on which to compute the penal sum of bonds covering distilled spirits.

Strenuous objection was also made to the new bond form which provides for liquidated damage on a basis of 25 per cent of the penal sum of the bond to be paid to the government in the event of any violation of the permit or laws governing the use or sale of intoxicating liquor because by the provision of the bond the liquidated damage in the instance of a permittee whose bond is in the sum of \$1,000 is predetermined and is in the sum of \$250, whereas for the same offense the permittee who has a \$50,000 bond on file would be penalized in the sum of \$12,500 and the firm whose bond is in the sum of \$10,000 would be penalized \$2,500, a condition which seems to be unjust, for the fair basis of adjustment to all permittees is a settlement of all losses which may have been occasioned to the Government by alleged violations.

Now that T. D. 3335 has been suspended it is reasonable to suppose that before September 1 new regulations will be written and perhaps a new bond form will be adopted. The Commissioner of Internal Revenue has not yet made known the exact date for the hearing on proposed regulations which may be issued to replace T. D. 3335.

Treasury Decision 3335 was very long and complicated, but in effect it provided that all permit holders using non-beverage alcohol should be required to put up a bond just double the amount of the bond previously required. It was also provided that if any permit holder violated the Prohibition law or any of the regulations issued by the prohibition department he should forfeit 25 per cent of the full face amount of his bond even though there was not any loss sustained by the Government on account of such violation. The decision would have put a very heavy burden on permit holders and would have required them to pay much heavier premiums on their bonds.

100 P. C. EFFECT FROM ADVERTISING

Packer's Tar Soap, after fifty years of intensive advertising, with practically no other selling effort, has undoubtedly a distribution as near 100 per cent as it is possible to obtain, writes James True in *Printers' Ink Monthly*. The soap is stocked by every drug store in the country, with few exceptions, and is sold across the toilet accessory counters of almost every department store. The exceptions, discovered by several trade investigations, are infrequent little stores, located in thickly populated foreign neighborhoods of several large cities.

The soap was introduced in 1870 by a New York wholesale drug concern, which employed salesmen, and after the Packer Manufacturing Co. was formed in 1871 several salesmen were used. For the last three years a small selling organization has carried Packer's samples through several Eastern States. The company considers that its success is due almost entirely to the selling power of advertising. A friendly personal note has always been an element of the Packer advertising. For years it was written by Mr. Olds himself.

One of the first national advertisers, the Packer company, throughout practically all of its growth, has been the property of one man. Until recently E. A. Olds was the sole owner. For several years his two sons, G. S. and E. A. Olds, Jr., have been working with him and gradually assuming the responsibility and taking over the management. Last January he made them joint owners with him and incorporated the business.

ACTIVITIES OF VARIOUS ASSOCIATIONS, SOCIETIES AND CLUBS

Chicago Allies Have M. L. Barrett, Dean of the Industry in the Midwest Metropolis as Their Guest

Good fellowship, an amusing series of athletic events including a close five-inning baseball game, which ended in a tie, 16 to 16, and a chicken dinner marked the fifth annual stag meeting of the Chicago Perfumery Soap and Extract Association, which was held recently at Lyons, Ill.

The trip to the Chateau Desplaines, where the affair was held, was made in automobiles after the members had gath-

except Mr. Suddard, are shown. They are as follows:

Back row (left to right): E. J. Voss, Graham Bros. Soap Co.; A. C. Drury, A. C. Drury & Co.; F. W. Kline, Massey & Massey; W. B. Sibbach; Euclid Snow; M. Redding, William Buedingen & Son; M. Day, Lautier Fils; J. E. Wolfe, American Aniline Co.; John Buslee, Neumann & Buslee; M. Smith, American Aniline Co.; W. J. Mitchell,



AT THE OUTING OF THE CHICAGO PERFUMERY, SOAP AND EXTRACT ASSOCIATION; SEE TEXT FOR IDENTIFICATIONS.

ered at the offices of Frank Z. Woods. Fifty-six members of the association enjoyed the stag. The feature of the day was the ball game between Crook's Superbas and the De Lorme Hummers. The former team was made up of R. J. Massey, Adam Bialicki, G. Crooks, M. Semrad, E. J. Voss, H. J. Reeves, F. W. Kline, M. Meyer, C. A. Sequin and F. T. Gordon. The Hummers lined up with M. Lemmermeyer, A. Fortune, Euclid Snow, D. Lum, A. C. Drury, W. J. Mitchell, Roy Downes, A. C. Hassal, W. L. Filmer, M. Wilhelm and J. E. Wolfe—at least that is the way the official scorer, whose reputation for accuracy suffered considerably after he had turned in an "errorless" game, listed them. Gordon, at second base, proved that he rightfully belongs with the New York Giants. Downes caught a spectacular fly, which brought down the grandstand in a thunder of applause. Mitchell and Snow put across several double plays, and Mitchell threatened "Babe" Ruth's reputation for heavy hitting, while Wilhelm also swung the bat in a way to make the catcher behind him tremble.

G. H. Suddard qualified as official photographer, a role in which he displayed marked artistic gifts as is evidenced by the accompanying photographs. The association was honored by the presence of M. L. Barrett, the dean of the industry

F. Z. Woods & Co.; A. Fortune, Morana, Inc.; M. Wilhelm, Delphi Products, Inc.; Roy Downe, Illinois Glass Co.; H. D. Crooks, John Blocki & Son; T. W. Schofield, Illinois Glass Co.; M. Lemmermeyer, George Lueders & Co.; D. Lum, George Lueders & Co.; M. Semrad, Semrad Chemical Co.; E. M. Davis, E. M. Davis Products Co.; Adam Bialicki, Armour & Co.; H. Spoehr, C. Morgan & Co.; C. M. Black, C. Morgan & Co.; M. Christensen, S. B. Penick & Co.; F. T. Gordon, Western Laboratory.

Middle row (left to right): S. Shapiro, National Soap



M. L. BARRETT

Dean of Industry in Chicago is Honored Guest of the Association.

in Chicago. The officers of the association and entertainment committee are shown in the small group. Reading from left to right they are J. DeLorme, N. H. Mutters, W. L. Filmer, E. J. Voss and J. E. Wolfe. Frank Z. Woods is seated.

In the larger group picture, all of the members present,



ENTERTAINMENT COMMITTEE ENJOYING A BRIEF REST

and Perfume Co.; M. L. Barrett, M. L. Barrett & Co.; George A. Ruth; "John Doe."

Front row (left to right): A. C. Hassel, A. C. Drury & Co.; N. H. Mutters, Armstrong Cork Co.; W. F. Barrett, Van Ameringen & Co.; C. A. Sequin, C. A. Sequin & Co.; M. Trowbridge, American Aniline Co.; R. J. Massey, Massey & Massey; M. De Vries, Pollak's Frutal Works; L. J. Freundt, American Can Co.; "Olivilo" Manning, famous throughout the organization of A. B. Wisley & Co.; W. L.

Filmer Monsanto Chemical Works; F. Z. Woods, F. Z. Woods & Co.; H. J. Reeves, Franco-American Hygienic Co.; M. Meyer, Franco-American Hygienic Co.; P. W. Milbrat, Morana, Inc.; J. Powers, Charles Pfizer & Co.; J. DeLorme, Orbis Products Company.

Seated: Clarence Morgan, C. Morgan & Co.

Reclining: George Briggs, A. B. Wrisley & Co.

Mr. Suddard, with his usual caution, appended to the elaborate particulars he furnished us the familiar statement that has appeared in so many financial advertisements:

"The above statements, while not guaranteed, are obtained from sources we believe to be reliable."

International Commerce Chamber

Several hundred American business men will attend the second general meeting of the International Chamber of Commerce to be held in Rome the week of March 19, 1923, according to an announcement made by the American Section of the Chamber. Sixteen countries affiliated with the International Chamber will send delegates, while several other countries which made application for admission to membership will be represented. An extensive tour is being arranged for the American delegates. A large, trans-Atlantic liner, engaged for the delegates, will sail from New York on February 10, returning May 5, a total of eighty-four days. The party will make a tour of the Mediterranean, the Near East and Western Europe. Optional trips will be offered for the benefit of delegates who may not want to devote so much time to the tour. A. C. Bedford, chairman of the Board of the Standard Oil Company of New Jersey, and vice-president of the International Chamber of Commerce for the United States, is directing the arrangements for the trip. In the opinion of Mr. Bedford the tour will afford the business man an excellent opportunity to acquire first hand knowledge of economic conditions abroad.

Chemical Salesmen to Have Outing

The first outing of the Salesmen's Association of the American Chemical Industry, New York Chapter, is to be held Tuesday, August 8, at Pleasure Bay, Long Branch, N. J. The outing will include a boat trip through the Narrows and up the Shrewsbury River to Pleasure Bay, where a clam bake will be held. The boat will leave the Battery at 9:20 a. m. and returning will arrive at the same place at 7:30 p. m. The total cost of the outing for each member or guest will be \$5. A mail vote is being taken to determine whether women should be invited or whether it should be a strictly stag affair. T. R. L. Loud is chairman of the committee arranging the affair.

Perhaps a Chinese Branch for A. C. S.

The American Chemical Society may be the parent of a future Chinese Chemical society, according to information from Dr. Robert E. Swain, of the Department of Chemistry, Stanford University, California. At a meeting of Chinese students held at Stanford University recently steps were taken to bring together into one organization all of the hundred or more Chinese students engaged in work in chemistry and chemical engineering in the universities of this country.

American Pharmaceutical Association

Preparations are going ahead for the seventieth annual meeting of the American Pharmaceutical Association, which will be held in Cleveland in the week of August 14. The local secretary is Edward Spease, 2045 Adelbert road and the treasurer is H. F. Guenther, 16139 St. Clair avenue, both being in Cleveland, Ohio, which gets the convention for the first time in the association's history.

New York Chemists' Club

The *Percolator*, official publication of the Chemists' Club of New York, has been mailed to members under date of June 21. This is the first issue in two years. D. H. Killefer is the editor.

CANADIAN PERFUMERS' ASSOCIATION

The Canadian Perfumers' Association, which is affiliated with the Canadian Pharmaceutical Manufacturers' Association, met in Montreal June 23.



F. V. WARMOLL

The following officers were elected for the ensuing year: Chairman, F. V. Warmoll, Seely Mfg. Co., Ltd., Windsor, Ont.; vice-chairman, M. J. Taylor, John Taylor & Co., Toronto, Ont.; and secretary, Rolph R. Corson, Sovereign Perfumes, Ltd., Toronto.

Several of the members took advantage of the invitation of Charles E. Frosst, president of the Canadian Pharmaceutical Manufacturers' Association, to spend the week-end as his guests at his summer camp in the Laurentian Mountains about 125 miles north of Montreal. In the particular section where Mr. Frosst's camp is located there is some of the finest speckled trout fishing in the world and everybody came back with stories of excellent luck. George Rayson, general manager of Frederick Stearns & Co., Windsor, Ont., is reported to have caught the largest fish, a beautiful trout weighing 8 pounds, which took about 40 minutes to land.

American Pharmaceutical Manufacturers

The June convention of the American Pharmaceutical Manufacturers' Association, held at Bedford Springs, Pa., is reported to have been the best in its history. The golf prize, a handsome silver cup, given by the Monsanto Chemical Works, was won by J. E. LaRue, of Detroit. Second and third prizes were won by W. H. Adkins, of Monsanto, and B. L. Maltbie, of Newark, N. J. The papers and reports were timely and interesting.

The following officers for the ensuing year were elected: President, George C. Pratt, National Drug Company, Philadelphia; first vice-president, G. A. Kinsel, Harvey Company, Saratoga Springs, N. Y.; second vice-president, George Flint, Flint-Eaton Company, Decatur, Ill.; secretary-treasurer, Ralph R. Patch, E. L. Patch Company, Stoneham, Mass. It was voted to hold the next meeting of the A. P. M. A. at Altamonte, Fla., March 19, 1923.

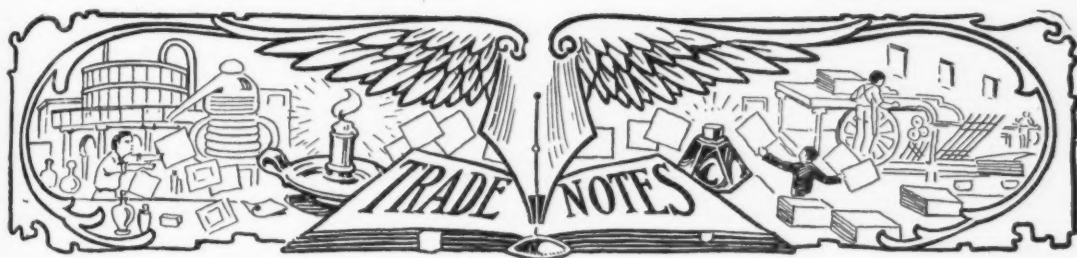
French Universities Comrades Meet

In keeping with the policies and aims of its members, the French Universities Post of the American Legion heard a very interesting talk at the last meeting of the season. After a dinner at a French restaurant in this city the members were entertained by a talk on "French Influence in Louisiana of Today," given by Chas. T. Logan, editor of the *Palisadian*. The talk proved very educational, particularly in view of the fact that Mr. Logan knows that section of the country very well indeed, and was able to give facts and figures which were revelations to his hearers. His remarks anent the "integrity, honor and high minded purpose of France's citizens, wherever found in the world" were heartily endorsed by the audience.

After an informal reception to visiting members of other American Legion Posts, the meeting ended. Early in the autumn regular meetings will again be resumed.

Druachem Club in Its New Home

The Druachem club is now located in its attractive new home on the third floor of the Angelo building, 160 Pearl street, New York City. The new quarters of the club have been attractively furnished and are devoted exclusively to the interests of the club. The same excellent service that was had by the club in the temporary quarters on the second floor of the Angelo restaurant is to be continued.



Julian W. Lyon & Co., essential oil dealers of 35 Fulton street, New York, have appointed T. E. O'Reilly, Ltd., Excelsior Life Building, Toronto, Canada, as their Canadian agents.

T. E. O'Reilly, Ltd., formerly represented Rockhill & Victor, and Mr. C. A. McLarty, who has charge of the essential oil and perfumery products department of T. E. O'Reilly, Ltd., is personally well acquainted throughout the trade in Canada. He had his training with Sovereign Perfumes, Ltd., and in the perfumery department of the United Drug Co., Toronto, and for some time was connected with the essential oil department of the National Aniline & Chemical Co., New York.

Julian W. Lyon & Co. represent the following firms: Polak & Schwarz, Ltd., Zaandam, Holland (synthetic perfume materials); Auguste Bermond, Nice, France (natural perfume materials); La Zagara, Reggio, Calabria, Italy (Messina essences); Sociedad Anónima Monegal, Barcelona, Spain (Spanish essential oils, etc.).

The marriage of M. Francois Goby, son of Xavier Goby, of Tombarel Freres, Grasse, France, and Mlle. Mathilde Pons, daughter of Rene Pons, president of the Bank of France at Avignon, took place at Avignon, June 17. M. Francois Goby, like his father, is well known in this country and in England and the news of his marriage will be received with interest by a wide circle of friends. He received the Croix de Guerre for gallant service during the Great War. His father, in addition to being the chief officer of Tombarel Freres, is vice-president of the Chamber of Commerce of Nice and is a chevalier of the Legion of Honor.

Dr. Edgar G. Thomssen, contributing editor of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW, has been enjoying a well earned vacation at Chaffey's Locks, Ontario, Canada, with Mrs. Thomssen. Dr. Thomssen reports that fishing has been unusually good and he has a good reputation for veracity.

H. W. Eddy, "the Bond Man," St. Louis, Mo., distributed at the Flavoring Extract Manufacturers' convention, a useful leather document case. It is substantially made and conveniently fits into the coat pocket.

Principal manufacturing plants and warehouses of F. N. Burt Co., Ltd., Buffalo, N. Y., and Toronto, Can., are shown on the reverse side of the company's insert which appears between advertising pages 98 and 99 of this issue. On the obverse side, the company calls attention to the fact that it specializes in small, fine paper boxes.

Andre Griffin, representative of Charles Bergeret of Cristalleries de Nancy, 145 West 45th Street, New York City, is en route to France where he will spend the summer. His foreign address will be care of Charles Bergeret, 108 Rue Reaumur, Paris, France.

Edward V. Killeen, vice-president of George Lueders & Co., New York City, selling agents for the United States and Canada, for L. Givaudan & Co., Geneva, Switzerland, and Lyons, France, who is now abroad, sends joint greetings with L. Givaudan and D. Batsouroff to us from Paris. The party has been combining pleasure with business.

J. N. Limbert, president of J. N. Limbert & Company, importers of Vanilla Beans, Philadelphia, died in the Jewish Hospital of that city, July 15th, after a very painful illness of three weeks' duration.



J. N. LIMBERT

Mr. Limbert was born in Meadville, Pa., August 5th, 1875. He is survived by his widow, a son and a daughter. The funeral services were held at his late residence, 1316 Rockland St., Philadelphia, on July 19th.

Mr. Limbert, through his unusual personality, had a wonderful host of friends, and, by his conservative methods and rugged interest, had built up one of the largest business in vanilla beans in this country. This business, which was incorporated about two years ago, will be continued with the same organization that he built up and along the lines laid down by him. He served in the United States Navy during the Spanish-American war, and upon being mustered out at the conclusion of the war, he entered the employ of Charles E. Hires Company, Philadelphia. In 1904 Mr. Hires, because of increasing responsibilities and demands on his time, turned over the vanilla bean branch of his business to Mr. Limbert and Robert B. Zink, and the firm of J. N. Limbert & Company was formed that year.

Mr. Limbert was a member of a number of fraternal and business organizations, among which were:

Industry Lodge No. 131, F. & A. M.; University Chapter No. 240, R. A. M.; Pennsylvania Commandery No. 70, K. T.; Philadelphia Consistory, A. A. S. R.; Lulu Temple, A. O. M. S.; Manufacturers' Club of Philadelphia; Pennsylvania Academy of Fine Arts; Philadelphia Drug Exchange, and a number of other organizations.

Considerable interest is being taken by the perfumery, soap and allied trades in the coming National Merchandise Fair to be held August 7 to 25 in Grand Central Palace, New York City. A special section is to be devoted to this class of merchandise and many prominent wholesale houses have reserved space according to reports from convention headquarters. Perfumes will be especially prominent in the exhibits because these products have never been exhibited to the same advantage in any similar exposition in New York City.

Four floors of the building will be devoted to display purposes. A feature that will probably appeal most strongly to manufacturers and buyers alike is the fact that the public will not be allowed to visit the Fair. The idea back of the Fair is "A Business Man's Market for the Business Man."

It is planned to hold the Fair annually and possibly semi-annually to provide a meeting place for merchants and buyers from all parts of the United States as well as from abroad. All merchandise that is sold in modern department stores will be displayed.

G. A. Russell, expert, Bureau of Plant Industry, Department of Agriculture, Washington, D. C., has been visiting the trade in New York City in anticipation of some interesting work that the department expects to undertake in the near future.

Julius Stebel, formerly of the Gross Company, is now associated with M. DeMattia Chemicals, Inc., 237 Mercer street, New York City, having taken charge of the industrial chemical department.

M. De Mattia Chemicals, Inc., 237 Mercer Street, New York City, have taken over the Nova Supply Co., 115 Mercer street, manufacturers of fruit flavors and essences. The company will be operated under the same name and N. E. Austin will be retained as sales manager.

Another of the beautifully printed inserts of the Antoine Chiris Co., New York City, showing in color the effects that may be obtained by using Capes-Viscose appears between advertising pages 32 and 33 of this issue.

W. E. Miller, general manager of the Coignet Chemical Products Co., 17 State Street, New York City, whose initial advertisement appears on page 74 of this issue has been connected with the company of which he is now manager for 29 years. He began his service with the company as an office boy and acquired his education in chemistry and other technical branches after business hours. Mr. Miller resides at Ridgewood, N. J., and spends much of his leisure time on the links of the Ridgewood Country Club. He is also actively interested in the affairs of the Whitehall Club of New York City. Mr. Miller has been abroad many times, and on his last trip, this June, final arrangements were made with the house of Gattefosse, Lyons, France, for which the Coignet Chemical Products Co. is sole United States and Canada agent, to develop the American business of this concern.

F. E. Watermeyer, president of Fritzsche Brothers, New York, is spending July at his summer home, Becket, Mass.

Exclusive right to use in Canada the word "castoria" as the name of a medicinal preparation has been upheld for the Centaur Co. by final judgment in the superior court at Montreal. The company had registered the name as a Canadian trade-mark several years ago. After a fight during two years, the American Druggists' Syndicate is barred by the court's order, from describing and advertising and selling its own medicinal preparation as "castoria."

Edward Vernon Kyser, chief chemist for the Cincinnati Soap Co., has resigned and accepted appointment as professor of manufacturing pharmacy at the University of North Carolina, Chapel Hill. Mr. Kyser has just retired as president of the Cincinnati branch of the American Pharmaceutical Association.

Dr. Frederick A. Marsek is now associated with Lundborg, Inc., and Carlova, Inc., Binghamton, N. Y., supervising the laboratory and production departments.

Kalamazoo Vegetable Parchment Paper Co., of Kalamazoo, Mich., is to build a paper mill to cost \$500,000.

Harold R. Bronk and Anna M. Lake were married June 29, at the home of the bride's parents, 424 78th Street, Brooklyn. They are living at Leonia, N. J., where the bridegroom has just finished and furnished a home. Mr. Bronk is secretary and treasurer of the E. M. Laning Co., consulting and manufacturing chemists of this city, which is evidently enjoying prosperity.

J. Vincent Reed, of the New York office of the J. B. Williams Co., is back from an extended trip through the United States, Mexico and Central America. He found trade good in his line and the general outlook excellent. A. A. Donnelly, who was here in his absence and made a good record, is back in the New England sector.

Dr. F. E. Stockelbach, of Douglaston, N. Y., former president of the Commonwealth Chemical Co., writes from Hammel, Denmark, where he is spending part of his vacation, that he is being very successful in gathering first hand information about economic and political conditions in Europe, which was one of the objects of his trip across the ocean. He will be back in the autumn.

C. B. Davis, for many years well known in the barbers' supply dealers' industry in the south and west, has gone into business for himself, having taken over the Koken branch establishment, in Atlanta, of which he has been the manager. His numerous friends will congratulate him upon now having a business house of his own.

Procter & Gamble Co., of Cincinnati, has declared a quarterly dividend of 2 per cent on the preferred stock, payable July 15 on shares of record June 30; a quarterly dividend of 5 per cent on the common stock, and an extra 5 per cent on the common, payable August 15 on shares of record July 15.

Arthur Henriksen has entered the employ of J. R. Watkins Co., Winona, Minn., as perfumery chemist. He was formerly employed in a similar capacity by Bauer & Black, Chicago, Ill.

Ungerer's Bulletin, Vol. III, No. 3, just issued, is full of interesting matter as may be judged by this mention of some of the contents: "Cosmetics and Reformers," W. G. Ungerer; "Odorscopes," Francis L. Plummer; "Illogical Nomenclature"; "Formula Deception"; "Discriminatory Legislation," Russell B. Stoddard; "Mahrkal, the Perfumer," by Henry Tetlow; "Indian Soap-Making," by B. G. Sastry, B. A., M. Sc., F. C. S.; "Oil Wintergreen Leaves," by M. G. Teaster; Primary Materials; "Powdered Soap," by Dr. E. G. Thomssen; "Values in Olfaction"; Among the Books; Soap Making Manual.

Peet Brothers Manufacturing Co., Kansas City, plans a poster and newspaper campaign for Creme Oil toilet soap and Crystal White laundry soap.

July 3 being Monday before July 4 was quite as much of a holiday in trade in New York City as was the real Independence Day. A great many firms closed entirely from Saturday to Wednesday morning and they all report that they did not suffer a bit in a business way, but that everything went along with fresh vim after the holiday. It is impossible to give a complete list of the houses that merged the greater part of the four days into a semi-vacation but here are some of them: Dodge & Olcott Co., Jas. B. Horner, Inc., J. Manheimer, Fritzsch Bros., Inc., Heine & Co., Orbis Products Trading Co., Inc., Arthur Stallman & Co., Anderson-Hillier Co., Inc., Morana, Inc., Ungerer Co., Inc., Delphi Products, Inc., A. L. van Ameringen, Charles V. Sparhawk, Inc., Arthur A. Stilwell & Co., Magnus, Mabee & Reynard, Inc., P. R. Dreyer, Arthur G. Cailler, Hymes Bros. Co., C. C. Euler, Thurston & Braidich, Geo. Lueders & Co., H. R. Lathrop & Co., Inc., Antoine Chris Co., Julian W. Lyon & Co., Inc., W. J. Bush & Co., Inc., Van Dyk & Co. and THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW.

The second of the attractive series of inserts in color which the Tin Decorating Co. of Baltimore, Baltimore, Md., is publishing to show some of the containers it manufactures appears between advertising pages 56 and 57 of this issue. The obverse side of the insert shows a Nylotis talcum powder container and on the reverse side there is a discussion of the sales policies of the company.

George M. Cawthorne, president and general manager of the Gemco Products Co., Inc., manufacturers of perfumes, toilet preparations, extract and pure food specialties, 22 Custom House street, Boston, Mass., has been visiting the trade in New York City. Mr. Cawthorne has been engaged in the toilet preparations business for many years. He incorporated the Gemco Products Co. on May 15 and is preparing to manufacture a new line of perfumes and toilet preparations.

Bonheur Co., manufacturers of cosmetics, has moved to 504 West Genesee street, Syracuse, N. Y. Telephone: Warren 8789.

Ryan Soap Co., of Cincinnati, for which A. E. Anderson, a director of Procter & Gamble, was recently appointed receiver, is reported as having assets of \$350,000 with which to meet liabilities of \$250,000. The receivership was asked by Joseph P. Schlosser, secretary of the Ryan company, who acted as surety on a \$12,500 note.

Dr. Harry Flamhaft, president of the United Laboratories, 11 South William street, New York City, has returned from a month's trip through the South, where he went on special work of a consulting nature. He reports much optimism over the business outlook.

Arthur A. Stilwell & Co., essential oils, 28 Cliff street, New York City, suffered a loss estimated at \$50,000 by reason of a fire which destroyed the contents of the two upper floors of the four story building occupied by the firm July 14. The cause of the fire is unknown.

J. A. J. Wijnmalen, secretary of Polak & Schwartz, Zaandam, Holland, will sail for home at the end of July, closing a visit of nearly three months in this country. He has had an opportunity to make an intensive study of present conditions and future possibilities in the perfume and allied industries, and is very much pleased with the outlook in general and for his firm in particular. He has made his headquarters with the firm's American agents, Messrs. Julian W. Lyon & Co., Inc., 35 Fulton street, New York.

Mr. Wijnmalen expects to visit this country every spring as the American market is developing into one of the most profitable outlets for all of the primary material manufacturers.

We are advised by P. R. Dreyer, American and Canadian representative for Bertrand Freres, Grasse, France, and Chemical Works Naarden, Naarden, Holland, that he has appointed C. A. Senger & Co., 12 West Kinzie street, Chicago, Ill., as representative for Chicago and the middle west. Mr. Dreyer has just returned from a long trip through that region and is very much encouraged with the improvement in general conditions.

A. H. Moore, sales manager Bridgeport Metal Goods Mfg. Co., Bridgeport, Conn., was a recent visitor to our office. Mr. Moore reports that business is booming and it is probable their plant will have to be operated with a night shift before long.

Donald Wilson, who has been connected with the industry for over twenty-five years and who specialized for many years in synthetic aromatic chemicals is now handling the sale of perfumery synthetics for Société Chimique des Usines du Rhone whose products in this country are handled by the Rhodia Chemical Co., 65 Fulton street, New York City, of which Dr. Max Mueller is president.

Attention is called to the beautifully printed insert in colors of the E. N. Rowell Co., Batavia, N. Y., which appears between advertising pages 90 and 91 of this issue. This is one of a series which the company is publishing to emphasize the importance of the paper boxes which it manufactures in promoting the sales of perfumes and toilet preparations.

Bastille Day, July 14, was appropriately celebrated in New York City when fifteen French societies gathered at the armory at Park Avenue and 34th Street. Consul-General Gaston Liebert was the chief speaker. He declared that the clouds of propaganda which had threatened to obscure French and American friendship were disappearing and that all such efforts were doomed to ultimate failure. About 2,000 attended the Bastille Day demonstration.

E. M. Laning Co. Inc., consulting and manufacturing chemists, 280 Pearl street, New York City, are to move into new and larger quarters at 273 Water street which will afford three times the space of the present location. The step was made necessary largely because the company was recently appointed exclusive selling agent for H. Euziere & Co., Grasse, France, an announcement of which appears on advertising page 35 of this issue.

The E. M. Laning Co. Inc., was incorporated a little more than a year ago to take over the business of E. M. Laning B. Sc. founded originally in July, 1920. The officers of the company are E. M. Laning, president; Robert C. Pursell, vice-president; and Harold R. Bronk, secretary and treasurer.

Mr. Laning is well known in the industry in which he has been engaged for many years. It will be recalled that in 1920 Mr. Laning won the first prize of \$2,000 in an international perfume contest conducted by the AMERICAN PERFUMER & ESSENTIAL OIL REVIEW on behalf of one of the large manufacturers of toilet preparations for the creation of an odor for a line of toilet preparations, the components of which could be purchased in the open market.

Mr. Pursell is president of the Clayton Chemical Co. and Mr. Bronk was formerly production manager at the Berry street laboratories of McKesson & Robbins.

The company is to handle the entire line of Euziere products including pomades and absolute flower oils. The "Essodors" of Euziere, the company states, are a line of floral novelties prepared from absolute concrete floral products. Stocks of the entire line are to be carried in New York.

It is reported that negotiations are under way for the representation by the E. M. Laning Co. Inc., of leading manufacturers of synthetics and aromatic chemicals and a citrus oil account is also to be handled as a step toward putting the company in a position to meet the needs of perfumers in the supply of materials as well as in a consulting capacity.

On petition of the U. S. Industrial Alcohol Company, the Arco Chemical Company, Inc., has been enjoined from using the trade mark "Arco-Rub" in connection with the sale or advertising for sale of any liquid containing alcohol and any similar product designed for bathing, massage or rubbing or similar uses, and from making, using and selling any labels carrying the aforesaid trade mark or any simulation thereof, and that they remain so inhibited and enjoined until the further order of the court.

The eighth National Exposition of Chemical Industries will be held in the Grand Central Palace, New York City, during the week of September 11-16 inclusive. It will follow immediately upon the Autumn meeting of the American Chemical Society. "Raw Materials, Machinery, Products" is the way the exposition is described and is intended to carry this main impression.

The managers report that three full floors and part of the fourth of the Grand Central Palace are already taken for the exposition. There are at this time 350 exhibitors who have contracted for their space locations.

The program of the exposition has been outlined and work is now in progress upon it and it may be expected to compare fully with the high standards of the preceding expositions. As has been the custom, there will be exhibits of motion pictures covering all phases of the chemical in-

dustries and the exposition will hold many interests for every visitor.

The office of the managers, Charles F. Roth and Fred W. Payne, is in the Grand Central Palace, New York City, and inquiries should be directed to them there.

The importance of exercising the same precaution in selecting talc that is exercised in the selection of other materials is emphasized in the attractive insert of the Inyo Talc Co., Los Angeles, Cal., which appears between advertising pages 82 and 83 of this issue. On the reverse side the company emphasizes the value of buying branded talc in a letter by P. H. Booth, sales manager, setting forth the advantages of doing so.

New Jersey barbers are to hold an exposition in the Fourth Regiment Armory, Jersey City, September 17-18. In addition to displays of wares used by barbers there will be sanitary lectures, movies and a shaving contest.

Fred C. Theile has been appointed assistant general manager of Chas. V. Sparhawk & Co., Inc., 278 Pearl street, New York. Mr. Theile has had considerable experience in this industry and was formerly with the American Aniline Works, Inc., as manufacturing superintendent in their plant at Nyack, N. Y. Previous to that he was employed in the essential oil distilling plant of the National Aniline & Chemical Co., Brooklyn, N. Y.

Friends of Duncan Taylor of Colgate & Co., Jersey City, N. J., will be interested to learn of the recent marriage of his daughter, Miss Julia Taylor, to Eberhardt Faber of New York. The wedding took place in the Crescent Avenue Presbyterian Church, Plainfield, N. J., and the affair was a notable social event. Invitations for over 2,000 guests were issued. The bride was graduated from Smith College this year and the bridegroom was graduated from Princeton University in 1915. Duncan Taylor, Jr., and Henry Taylor, brothers of the bride, were ushers.

H. E. Howe, who recently became editor of the *Journal of Industrial and Engineering Chemistry*, and whose appointment to that position was hailed with gratification generally by the chemical world, announces in the June issue that he will have an associate editor, in addition to N. A. Parkinson, who has ably filled the desk of assistant editor. The new associate is R. T. Stokes, who has been an assistant to Professors Baskerville and Moody in the College of the City of New York and has had other valuable experience. One of Mr. Stokes' functions will be to travel about the country and get in personal touch with conditions in an effort to make the *Journal* of even greater service to the industry than it has been.

Herbert W. Farrell resigned as vice-president and treasurer of Chas. V. Sparhawk & Co., Inc., on July 1 and has reentered the employ of A. A. Stilwell & Co., 28 Cliff street, New York.

Meyer Bros. Drug Co., St. Louis, is the first firm in our clientele, so far as we know, to send out salesmen in motor trucks equipped with radio telephone apparatus for instantaneous communication with the home house. Who next?

All of the assets of the Philo Hay Co., including the building at Verona and Clifton avenues, Newark, N. J., equipment and other tangible assets were purchased by William R. Warner & Co., Inc., manufacturing pharmacists, New York City, at a receiver's sale in Newark, July 18.

Vice Chancellor Foster approved the sale over objections by Harrison P. Lindabury, counsel for William L. J. Hardham, who was president and principal stockholder of the Philo Hay Co. Mr. Lindabury contended that a higher price should be obtained and the Vice Chancellor gave him until 4 o'clock in the afternoon of July 18 to produce a higher bid. He failed to do this and at the appointed hour, the receiver, William L. Brunyate, received the confirmatory order from the court. The price paid was \$75,246.30 subject to a \$8,700 mortgage. The petition for a receivership gave the liabilities of the company at \$54,000. Accordingly Mr. Brunyate will be able to pay claims of creditors in full.

F. W. Heine, senior partner of Compagnie Duval, 32 Cliff street, New York City, returned June 21 on the

Olympic from a three months' trip abroad. While abroad he visited Holland, Germany, France, Bulgaria, Switzerland and England. Mr. Heine concluded arrangements for his company to act as American agents for the house of Mario de Pasquale of Messina, Italy, which manufactures and ships oils of lemon, orange, bergamot and other citrus oils, as well as neroli. Giacomo de Pasquale, senior chief of the company, recently received the decoration



F. W. HEINE

of the Knight of the Crown of Italy from the king in recognition of his services in the improvement of terpeneless and sesquiterpeneless oils. In the accompanying photograph the works of the company at Messina are pictured and on the left Giacomo de Pasquale, Jr., is shown, while his father, Giacomo de Pasquale, Sr., appears on the right.

Bernard R. Armour, president of the American Aniline Products, Inc., has purchased the 500,000 share controlling interest, nominal value \$5 per share, in the Heyden Chemical Works of America. Allan A. Ryan bought control of the Heyden Chemical Works from the Alien Property Custodian in 1918. The assets of the company are estimated at approximately \$3,000,000. The Heyden salicylic acid plant, one of the principal ones in the United States, has not been in operation since a fire some months ago.

Edgar M. Queeny, secretary of the Monsanto Chemical Works, St. Louis, Mo., in a recent review of the trade situation, declared that business had improved materially since January 1. He finds the outlook optimistic, for buyers are more inclined to make contracts for delivery over a period of time than they have been for the last year or more.

Dr. and Mrs. William Jay Schieffelin have announced the engagement of their daughter, Miss Louise Vanderbilt Schieffelin, to Abram S. Hewitt, son of Mr. and Mrs. Edward Ringwood Hewitt, this city. Dr. Schieffelin is chairman of the board of Schieffelin & Co., Inc., and formerly was president of the National Wholesale Druggists' Association.

Armstrong Cork Co., of Pittsburgh, has bought the plant of Ancona Printing Co., Gloucester, N. J., to be used as a receiving station for materials imported from Spain and Portugal. The price is said to have been about \$275,000.

Ralph Kirkman, the Brooklyn soap manufacturer, was among the voyagers who sailed for Europe July 8 on the Holland-America liner *Nieuwe Amsterdam*.

Davis Manufacturing Co., Knoxville, Tenn., makers of flavoring extracts and allied products, is planning to erect a new four-story plant to cost about \$300,000.



Father and Son.—Giacomo de Pasquale, Sr., on the left; and Giacomo de Pasquale, Jr., on the right.

WORKS OF MARIO DE PASQUALE, MESSINA, ITALY

LeRoy J. Huttleston has joined the organization of the Palmolive Co., Milwaukee, Wis., as perfumery chemist.

E. E. Wade, general manager of the Wade Extract Co., East Orange, N. J., announces the purchase of a commodious factory with a frontage of more than 300 feet in anticipation of record business beginning in the autumn.

Hygienic Products Co., Canton, O., is conducting a campaign in the United Kingdom to advertise "Sani-Flush," a cleansing powder. Newspapers and magazines are being used.

Dr. Wm. Jay Schieffelin on July 1 was made chairman of the Board of Directors of Schieffelin & Co., wholesale druggists, this city, and Wm. Jay Schieffelin, Jr., representing the sixth generation of the family in the business, was elected president. The other officers continue as follows: First vice-president, Wm. L. Brower; second vice-president, Schuyler Schieffelin; third vice-president, Howell Foster; secretary, Henry S. Livingston; treasurer, Wm. Jay Schieffelin, Jr.

Armed with search warrants two minor officials of the Prohibition unit descended on the Florasynth Laboratories, Unionport, N. Y., July 6, seized possession of the property and held it absolutely idle until the afternoon of July 20 when attorneys for the Florasynth Laboratories finally succeeded in obtaining a hearing before Commissioner Hitchcock who promptly vacated the warrant.

The Laboratories were charged with redistilling denatured alcohol, formula 39B, for the purpose of recovering pure grain alcohol. In their testimony they admitted possession and operation of apparatus but showed that they were manufacturing diethyl phthalate; and in the process a condenser, is used. They proved to the satisfaction of the court that they were operating strictly in accordance with the authority granted them by the government in their permits. In his decision Commissioner Hitchcock said:

"It appearing to me that the defendants in this case had permits to operate in every way under the law which they were charged with violating, and it not appearing before me that the defendants have violated any of the provisions of the permits specifically granted them, the case against them is hereby dismissed and the warrant vacated."

The whole trouble was due to the zeal of minor prohibition agents whose usual occupation is to act as "hootch hounds" and to close down small corner saloons or basement speakeasies. In this case without any knowledge of chemistry or of chemical processes and with little regard for the damage they might do, these men descended on a legitimate business enterprise of high standing in the trade, and caused it a considerable money damage for which there is no recourse in law.

It is a deplorable fact that any legitimate chemical concern is liable to be subjected to the nefarious activities of zealots of this sort; and it would seem high time that the doctrine in the tort of false arrest, for which money damages may be recovered, might well be extended. If it accomplished nothing else the extension of this doctrine would check the activities of these irresponsible fanatics and release legitimate business from the embarrassment of their ridiculous operations.

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The International Filler Corporation, Petersburg, Va., replying to statements published last month, has sent us an announcement in which it claims that its patents No. 1,230,334 issued June 19, 1917; No. 1,232,105 issued July 3, 1917; and No. 1,262,274 issued April 9, 1918, for vacuum filling machines antedate those of another manufacturer in the conception, completion and use of vacuum filling machines and in the filing and granting of the patents as well. The company reports that it has had a thorough investigation made by its patent attorney Monroe E. Miller, Washington, D. C., of all patents involved in its machines and as a result of this it states that the right to manufacture in all particulars the machines it offers to the trade has been absolutely established by the International Filler Corporation.

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The Karl Kiefer Machine Co., of Cincinnati, Ohio, which has been building vacuum filling machines for some time, commenting on the item published last month, makes an announcement setting forth its claims to the general excellence of these machines, which have been designed by its own individual inventors and constructed under their

supervision. Patents are applied for and the company states that the specifications infringe no valid patent and disputes the assertion that anyone can claim broad patents on the art of vacuum filling machines, asserting that the art of vacuum filling is well known and described by prior patents that go back to 1855 in France and 1870 in this country. The Karl Kiefer Machine Co. also announces that it will protest every user of Kiefer machines and will fight, at its own expense, any suit filed against its customers who operate its vacuum filling devices.

NEW PUBLICATIONS, PRICE LISTS, ETC.

SCHUTZ & Co.'s Chemical Market Report covering the situation in Hamburg, Germany as of June 26 is being distributed to customers in this country. Most of the products covered are drug chemicals. Any one interested may obtain a copy by writing to the company at Grimm 24, Hamburg, 8, Germany.

P. R. DREYER's July Price List of essential oils and aromatic chemicals for perfumers, soap makers and extract manufacturers lists primal floral essences, absolutes and fine essential oils of Bertrand Freres, Grasse, France, and aromatic chemicals, synthetics and essential oil derivatives of the Naarden Chemical Works, Ltd., Naarden, Holland, for which Mr. Dreyer is sole American agent. In addition P. R. D. brand essential oils and specialties are also listed. A copy of the list may be had by writing to Mr. Dreyer at 109 Beekman street, New York City.

ARTHUR COLTON Co. general catalogue No. 8 describing pharmaceutical machinery and laboratory appliances manufactured by them has been sent to us. The catalogue contains 184 pages and is profusely illustrated. Each machine is individually described and a complete index makes the location of any specialty easy. A price list accompanies the catalogue. A copy may be had by writing to the company at 2604 East Jefferson avenue, Detroit, Mich.

DIGEST OF INCOME TAX RULINGS, No. 19, containing 564 pages and including abstracts of rulings from Nos. 1 to 1996 inclusive has been issued by the Bureau of Internal Revenue, Washington, D. C. The rulings are brought down to December, 1921.

NATIONAL ANILINE & CHEMICAL Co., New York, N. Y., have sent us a copy of their attractive cloth bound booklet, 6 x 9 inches, devoted to certified food colors. The book is gotten up in a most original way; for in addition to descriptive text on National certified food colors and suggestions for the use of the colors, each color is shown by means of a celluloid transparency. This makes it possible to examine each color in three ways: To observe the colors for clear liquid tests; to observe semi-transparent conditions; and for solid colors. By one of these three methods it is found that almost any effect desired may be visualized. A copy of the book may be had by writing to the company at 40 Rector street, New York City.

NATIONAL RESEARCH COUNCIL's reprint and circular series No. 35 has just been received. It deals with the manufacture of fine or research chemicals and gives a list of manufacturers, the whole having been compiled by Clarence J. West. The National Research Council's Bulletin is published at irregular intervals, the subscription price being \$5. Mr. West's work apparently has been very well done. The publication office is at 1701 Massachusetts avenue, Washington, D. C.

BOOK REVIEW

THE CHEMISTRY OF ESSENTIAL OILS AND ARTIFICIAL PERFUMES. By Ernest J. Parry. Fourth Edition, revised and enlarged. Volume II. London, Scott, Greenwood & Son. New York: D. Van Nostrand Co.

This volume completes the fourth edition of Parry's well known work. It contains a compilation of what is, so far, known about the development of essential oils in the plant, an extensive description of the various individual substances found in essential oils and their nearest derivatives, furthermore of those synthetics which are of interest for the various industries utilizing odorous products, and a review of the analytical methods for testing purity and quality of essential oils. This new edition is essentially a reprint of the former one brought up to date by consideration of recent investigations and elimination of various errors. A new and interesting chapter has been contributed by Mr. T. H. Durrans, about the relation between odor and chemical constitution, presenting a review of the various theories regarding this subject including his own one which connects the odorous properties of a substance with its content of free or residual affinity. It is, by the way, a not infrequent experience that co-operation of several authors in one book is liable to produce a certain lack of co-ordination of which a striking example may be mentioned: On p. 34 we find the statement (Durrans): "... saturated alcohols with eight and nine carbon atom claims such as actyl and nonyl alcohols do not have a rose odor, and it seems as if the presence of a double bond is also necessary for a distinct rose odor to exist." But on p. 106 (Parry) we are informed: "octyl alcohol—has a very sweet rose-like odor, and is especially suitable for giving a rose perfume that peculiar sweet smell which distinguishes a rose from a rose perfume," and on p. 107: "Nonyl Alcohol . . . has a marked rose odor."

The chapter on esters in this edition has been specially benefitted by the elimination of numerous errors. But still we read on p. 166 that Ethyl Caprylate boils with decomposition at 275° to 295°, while at the foot of the page we find Ethyl Octylate which is the same thing, also according to the correctly quoted formulas, as boiling at 207° to 208°. A student might also find himself a little puzzled why the saturated acid $C_7H_{14}O_2$ forms an ethyl and heptyl heptoate, but an amyl and octyl heptylate.

Among the analytical methods for the detection of chlorine in essential oils we miss the quick and convenient Beilstein copper wire method which seems to be mentioned nowhere in the book; else the method for the determination of cincol described in this journal July, 1921, has found no consideration.

But these and a few other little shortcomings might easily find correction in a future edition of the book which, judging from the rapid succession of the previous editions, might soon become necessary. If a special desideratum might be permitted, it would be a completion of the rather meager references to original literature. This would also obviate such statements as on p. 38 that heptane has "recently" been discovered in oil of Pinus Sabiniana, etc., as a glance into the original literature would have shown that this discovery (by Thorpe) dates back to 1879, a time when the chemistry of essential oils was still in its infancy.

C. KLEBER.

NEW INCORPORATIONS

(Our readers who may wish to take advantage of this department are advised that it is desirable to write, not send circulars, to more than one of the names mentioned in the incorporations. Except in the case of the incorporation of old firms the postal people may have no ready reference for addresses of new business enterprises.)

Solay et Cie, Manhattan Borough, New York City, perfumes, cosmetics, \$5,000 capital stock, has been incorporated by M. and M. B. Frankel, N. Solomon. Attorney, M. Seinfeld, 299 Broadway.

Racco Products Co., Manhattan Borough, New York City, make electric toilet articles, \$200,000 capital stock, has been incorporated by J. Kahn, J. Schron, L. Ogust. Attorneys, Kahn & Zorn, 66 Broadway.

Blue & White Soap Co., Boston, Mass., soap, \$50,000 capital stock, has been incorporated by David Harvey, Jacob Simmons, Abraham Superior and Samuel L. Wolfson of Boston and David Superior and Paul R. Wolfson of Brookline.

Miller Refiner Co., New York, syrups and flavors, \$100,000 capital stock, has been incorporated by N. Miller, J. Marks, A. Radin. Attorneys, Tettlebaum & Jackowsky, 305 Broadway.

Lemoine Co., 2,530 Elston avenue, Chicago, oils, soap and toilet preparations, \$1000,000 capital stock, has been incorporated by Armin W. Brand, Florio G. Flosi, Virgil M. Brand, Philip R. Brand and Charles A. Buerk.

Whittle & Mutch, soft drink flavors, extracts, \$50,000 capital stock, has been incorporated in Delaware by Harry Whittle, Harold Mutch, John C. Mutch, of Philadelphia. Capital Trust Co. of Delaware.

Standard Sanitary Products Co., Wilmington, soaps, \$250,000 capital stock, has been incorporated in Delaware for clients by the Colonial Charter Co.

Eureka Chemical Corp., St. Louis, chemicals, soaps, cosmetics, etc., \$25,000 capital stock, has been incorporated by Bryan Johnson, H. F. Mardof, Gus Loeffel, H. E. Hawken, Charles Hahn and others.

Mason, Giden & Co., Manhattan Borough, New York City, dental supplies, \$12,500 capital stock, has been incorporated by M. Mason, R. Giden, B. Neustadt. Attorney, A. V. Kallenburg, 277 Broadway.

Lateral Soap Co., Tampa, Florida, laundry and toilet soaps, \$10,000 capital stock, has been incorporated by these officers: J. A. O'Berry, Sr., president; Murray J. O'Berry, secretary and treasurer; Robert Hancock, vice-president and general manager.

Martin Mineral Products Co., Newark, N. J., cleansing compounds, \$125,000 capital stock, has been incorporated by William S. Wilde, Otto G. Mathede and Samuel G. Martin, 31 Clinton street, Newark, N. J.

C. H. Wegley Co., Philadelphia, toilet preparations, \$100,000 capital stock, has been incorporated in Delaware by the Corporation Guarantee and Trust Co.

Albemarle Soap Stone Co., Esmont, Va., capital stock range from \$30,000 to \$150,000, has been incorporated by H. P. McCary, Esmont, president; E. W. Scott, Jr., Esmont, secretary; R. C. Blackford, Lynchburg.

Marie Earle, Manhattan Borough, New York City, to make toilet articles, \$100,000 capital stock, has been incorporated by G. V. Reilly, H. C. Hand, S. C. Wood. (Attorney, S. Ryan, Albany.)

Lewis Products Co., Brooklyn Borough, New York City, perfumers chemicals, \$5,000 capital stock, has been incorporated by L. I. and S. Blunestock, I. Katz. (Attorney, S. Weiss, 505 5th avenue, New York.)

Cogswell Laboratories, Inc., Lowell, Mass., cosmetics and toilet articles, \$15,000 capital stock, has been incorporated by Thomas F. Hennessy, J. Joseph Hennessy and Russell A. Cogswell, all of Lowell.

Manhattan Crown Seal Co., Manhattan Borough, New York City, make bottle caps, seals, corks, \$30,000 capital stock, has been incorporated by C. C. Abbott, L. M. Rosenthal, C. L. Hoadley. (Attorney, F. L. Kohlman, 27 Cedar street.)

IN MEMORIAM FOR DEPARTED FRIENDS

ABBOTT, DR. WALLACE C., president of the Abbott Laboratories, Chicago, Ill., July, 1921.

BUSH, ALEXANDER, of W. J. Bush & Co., Inc., New York, July, 1908.

BUSH, ALFRED JOHN, eldest son of A. W. Bush, of W. J. Bush & Co., Ltd., London, killed in action while serving as Second Lieutenant, Ypres, July, 1917.

CALISHER, NATHAN, of Oakley & Co., perfumers, New York, July, 1916.

CHAPMAN, GEORGE W., president Chapman & Rodgers, Inc., perfumers, Philadelphia, Pa., July, 1914.

DURGIN, HORACE WEBSTER, president Granite City Soap Co., Newburgh, N. Y., July, 1916.

ELSON, MRS. SOPHIE, wife of Benj. Elson, of Elson & Brewer, New York; Woodbridge, N. J., July, 1920.

ERGENS, JOSEPH EMILE, retired hair tonic manufacturer, Pleasantville, N. Y., July, 1916.

GASKILL, G. M., Gaskill Chemical Corporation, Brooklyn, N. Y., first life member of THE AMERICAN PERFUMER'S clientele, Brooklyn, July, 1919.

GATTEFOSSÉ, ABEL, commercial director of Gattefossé & Fils, Lyons, France, killed in action July, 1916.

GROSS, OSCAR, father of George V. Gross, of George V. Gross & Co., New York, in Marseilles, France, July, 1921.

HOGUE, JAMES T., retired soap manufacturer, Baltimore, Md., July, 1915.

KOKEN, CHARLES E., barbers' supply merchant, St. Louis, Mo., July, 1915.

LEBERMAN, ADOLPH, of L. M. Leberman & Sons, soap manufacturer, Philadelphia, July, 1910.

MELLEN, EDWIN D., long engaged in soap manufacturing industry in New England, Cambridge, Mass., July, 1918.

METZ, E. C., Palmetto Soap Co., Charleston, N. C., July, 1908.

OSBORN, ADOLPHUS, long head of the soap supply house of A. Osborn & Co., Boston, Mass., July, 1917.

POWELL, WILLIS J., soaps, St. Louis, Mo., 1912.

PRICE, DR. VINCENT C., founder Price Flavoring Extract Co., Chicago, July, 1914.

RALSTON, HUGH W., secretary and treasurer of the Warrack & Ralston Soap Co., Rock Island, Ill., July, 1917.

SCHAEFFER, GEORGE, president of the Schaeffer Bros. & Powell Mfg. Co., St. Louis, soaps, etc., July, 1918.

STILWELL, LT. T. V., secretary of Arthur A. Stilwell & Co., New York, killed in action, Vierz, July, 1918.

The text pages of the AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW do not contain all of the news. You must read the advertising pages also to get the full benefit.

George E. Sherman

George E. Sherman, president of the George E. Sherman Co., Brooklyn, N. Y., manufacturers of mill soap, sulfonated oils, and the like, died July 6 at his summer residence, Bay Shore, Long Island, of heart disease. Mr. Sherman was born in Brooklyn, N. Y., August 20, 1869, his father being Samuel Judd Sherman, and his mother Frances Adelaide Cornwell Sherman. At an early age he entered the employ of the late Robert Brown and became thoroughly acquainted with the refining of vegetable oils and the manufacture of soap. After Mr. Brown's death he organized the firm of Allen Sherman & Co. and upon the liquidation of the latter he incorporated the business under the name of the George E. Sherman Co., in which his three sons were associated with him.

Mr. Sherman was a man of unusual ability in his particular line and developed his business from an humble beginning to one of large proportions, serving the textile, woolen and silk mills with his various products. He had many friends throughout the trade and will be greatly missed by them. He was a member of the Brooklyn Chamber of Commerce, Brooklyn Manufacturers' Association, Manufacturers' Association of New York and Lefferts Lodge, F. & A. M. Besides his wife, Elizabeth B. Sherman, he leaves three sons, Edwin, William and Allen, who will continue the business.

Richard F. Fischer

Richard F. Fischer who has been connected with the perfumery and essential oil industry since 1893, died suddenly July 14, at Plandome, N. Y. In 1893 Mr. Fischer came to the United States from Germany and established the Fischer Chemical & Importing Co. representing several leading essential oil producers. Several years ago he joined the organization of Barclay & Co. as perfumery chemist. Recently he severed his connection with that concern and planned to go abroad to study methods there prior to establishing himself as a perfumery chemist on his own account in this country. He was in his sixty-first year and the news of his death will come as a shock to a wide circle of friends in the industry. The funeral was held at the Lefferts Place Chapel, Brooklyn, N. Y., July 16.

William H. Jennings

William H. Jennings, who had been associated with the Jennings Manufacturing Co., perfumers, Grand Rapids, Mich., since 1872, died July 4 at the age of 83 years. He was reputed to be the oldest traveling salesman in the state of Michigan and it was reported that there wasn't a single dealer in the drug and allied trades in Michigan that he had not visited at some time or other. He is survived by a brother, C. W. Jennings, his widow, two sisters, two daughters and two sons.

Obituary Notes

Frank Eardley, for 25 years manager of the Dearborn Chemical Co., St. Louis, died July 6, aged 57.

Mrs. Jennie L. LaBarre, wife of Richard E. LaBarre, president of the Oxzyn Co., 154 11th avenue, New York City, died July 16. Funeral services were held at her late residence, 18 Clarkson avenue, July 19 and interment was made in Kensico Cemetery.

PATENTS AND TRADE-MARKS

 HAY-PO 117377	 PAINLESS PARKERS 140963	 HOSPITAL BRAND 142719	 NOONAN'S 145119	 Aster 146455	 RHY-OX-IDOL 149102
 VANKEE 157093	 The "WORLD'S WONDER" SOAP KRUMBS 151918	 Valentine 154942	 Aladdin 159318	 DeBasso 154517	 Jane Dudley 154752
 SOTOL 154961	 ANNIHILATOR 153420	 NON NETTLE 158190	 Gay Paree 15640	 BOUQUET D'ORIENT 156727	 VITA-PYRINE 157790
 PURELINE 158005	 HAMOES 158313	 MUS-SOL-DENT 15940	 KEN 15595	 SONS OF ITALY 158617	 HoRoCo 159314
 PURELINE 159005	 DADS 159417	 SHEBA 159421	 L'ORIENTALINE 159981	 Chloreate 159148	 MON SECRET 160082
 GROW 159655	 PONTIFICAL 160175	 LILIOZONE 160354	 BIFF 160463	 CREAMINIZED 160066	 ABSORBO 160464
 KANTOL 159422	 JAMES 160250	 LUSTROZONE 160471	 NUTRIX 160461	 TALCOZONE 160460	 Stim-u-Plex 160509
 HEMOLENE 160888	 LILY MILK 160465	 REUDEL 160743	 SHEIK 160523	 OLIVE BOUQUET 160114	 Stimulene 160511
 TROI'S FLEURS 160742	 LILY MILK 160465	 L'ORIENTALINE 160743	 NATURAL LIFE 160624	 AURA-FOAM 160468	 EUDENTINE 160668
 H 160811	 LILY MILK 160465	 L'ORIENTALINE 160743	 L'ORIENTALINE 160743	 CREMOZONE 160478	 BROADWAY 160717
	 LILY MILK 160465	 L'ORIENTALINE 160743	 L'ORIENTALINE 160743	 KOREX 158986	 MADAM KAY'S 161195

NOTE TO READERS

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions Patented are designated by the letter "P."

All inquiries relating to patents, trade-marks, labels, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPT.,

Perfumer Pub. Co. 14 Cliff St., New York.

TRADE-MARK REGISTRATIONS APPLIED FOR
(Act of Feb. 20, 1905.)

117,377.—Clarence O. Hay, Como, Miss. (Filed Apr. 11, 1919. Used since Feb. 27, 1917.)—Hair Dressing.

140,963.—Painless Parker, Dentist, San Francisco, Calif. (Filed Dec. 11, 1920. Used since 1915.)—Mouth Washes, Pyorrhea Preparations and Tooth Paste.

142,719.—David Quateman, Chicago, Ill. (Filed Jan. 24, 1921. Used since 1912.)—Witch Hazel, Cold Cream, and Bay Rum.

145,119.—T. Noonan & Sons Company, Boston, Mass.

(Filed Mar. 23, 1921. Under ten-year proviso. Used since on or about Jan. 1, 1880.)—Toilet Preparations—Namely, Complexion Cream, Skin Lotions, and Preparations for the Hair and Scalp.

146,655.—The Puritan Drug Mfg. Co., Columbus, Ohio. (Filed Apr. 23, 1921. Used since December, 1913.)—Cocoanut Oil Shampoo, Rouge, Witch-Hazel Cream, Facial Cream, Nail Polish, Toilet Waters, Facial Powders, Violet Toilet Water, Cucumber and Witch-Hazel Cream, Glycerine, Almond Cream Lotion, Cold Cream, Mutton Tallow and Glycerine Cream, Dental Cream, Peroxide Cream, Hand Lotions, Cucumber Cream, Witch Hazel Cream, Lip-Stick Rouge, Lilac Toilet Water, Hair Tonic, Glycerine, Rose-water and Bay-Rum Preparation, and Bay-Rum.

147,236.—T. Fujisawa & Company, New York, N. Y. (Filed May 5, 1921. Used since 1890.)—Beeswax, Peppermint Oil.

149,102.—Hiram B. Rhymer, Elmira, N. Y. (Filed June 13, 1921. Used since May 1, 1914.)—Washing Powder.

151,918.—Pearl Kurtzinger, doing business as L. & P. Soap Company, Detroit, Mich. (Filed Aug. 18, 1921. Used since May 5, 1921.)—Soap.

153,420.—Frank Valcour, Cutbank and Forsyth, Mont. (Filed Sept. 27, 1921. Used since Sept. 1, 1921.)—Liquid Cleaning Compound.

154,318.—James B. McComb, Scarsdale, N. Y. (Filed Oct. 19, 1921. Used since January, 1915.)—Liquid Food-Flavoring Extracts.

154,942.—The Velvotone Chemical Co., Jacksonville, Fla. (Filed Nov. 2, 1921. Used since February, 1921.)—Preparation to promote the Growth of Hair on the Scalp and Temples and for the Treatment of Dandruff, Tetter and Eczema.

155,043.—George J. Bulubassiss, New York, N. Y. (Filed Nov. 5, 1921. Used since Oct. 27, 1921.)—Olive Oil.

156,517.—Salvatore Basso, Chicago, Ill. (Filed Dec. 10, 1921. Used since about June 1, 1921.)—Hair Tonic.

156,727.—John Wanamaker, Philadelphia, Philadelphia, Pa. (Filed Dec. 14, 1921. Used since Mar. 4, 1921.)—Soaps.

156,752.—Lillian Gleason Ryan, New York, N. Y. (Filed Dec. 15, 1921. Used since November, 1921.)—Cold-Cream.

157,012.—Blanke-Baer Extract & Preserving Company, St. Louis, Mo. (Filed Dec. 21, 1921. Used since Aug. 1, 1918.)—Flavoring Extracts.

157,790.—The Antitartar Chemical Company, Denver, Colo. (Filed Jan. 12, 1922. Used since Apr. 4, 1917.)—Dentifrices and Gum and Tooth Remedies.

157,959.—The Urbane E. Rogers Company, Dallas, Texas. (Filed Jan. 14, 1922. Used since about Jan. 1, 1922.)—Vegetable-Oil Soap.

158,005.—Pureline Company, Inc., New York, N. Y. (Filed Jan. 16, 1922. Used since Sept. 23, 1921.)—Petroleum Jelly (White, White Plain, Yellow, Yellow Plain, Carbollated, Camphorated, Borated, Mentholated, Perfumed, and Capsicum), Camphor Ice, Camphorated Oil, American White Mineral Oil, Russian Mineral Oil, Cold Cream, Junine Pomade, and Red-Rose Pomade.

158,190.—The Lamson Brothers Co., Toledo, Ohio. (Filed Jan. 20, 1922. Used since July 28, 1914.)—Toilet Soaps.

158,313.—Hamoer Limited, London, England. (Filed Jan. 23, 1922. Used since June, 1920.)—Hair Wash, Shampoo Powders, and Perfumery Powders, Pastes, and Liquid Preparations for Cleansing the Teeth and Gums.

158,461.—The Western Dental Mfg. Company, Limited, Bristol, England. (Filed Jan. 25, 1922. Used since Dec. 5, 1917.)—Preparations for the Teeth and for the Mouth—viz., Antiseptic Mouth-Wash Tablets, Effervescent Mouth-Wash Tablets, Tooth Powder, and Dental Cream.

158,463.—The Madam C. J. Walker Manufacturing Company, Indianapolis, Ind. (Filed Jan. 25, 1922. Used since June, 1919.)—Toilet Preparations, of Various Kinds of Toilet Soaps, Comprising Complexion Soaps and Antiseptic Soaps.

158,617.—The Italian Supply Co., Lock Haven, Pa. (Filed Jan. 30, 1922. Used since Sept. 1, 1921.)—Olive Oil.

158,640.—Palmer's, Limited, doing business as Minty, Montreal, Quebec, Canada. (Filed Jan. 30, 1922. Used since Jan. 9, 1922.)—Bleach Creams, Beauty Creams, Cold Creams, Cleansing Creams, Face Powders, Compact Face Powders, Liquid Face Powders, Compact Rouges, Liquid Rouges, Talcum Powders, Eyebrow and Eyelash Growers, Eyebrow Pencils, Eyedrops, Face Bleaches, Hair Salves, Shampoos, Skin Lotions, Hand Lotions, Lip Sticks, Bath Salts, Witch-Hazel Salves, Chemical Preparations for Softening of the Cuticle, Nail Polishes, Nail Bleaches, Toilet Waters, Perfumes, and Hair Tonics.

158,985.—Kendall Products Corporation, New York, N. Y. (Filed Feb. 7, 1922. Used since about November, 1921.)—Detergent Preparations—Namely, Soap Powders.

158,986.—Kendall Products Corporation, New York, N. Y. (Filed Feb. 7, 1922. Used since about Jan. 19, 1922.)—Detergent Preparations—Namely, Soap Products.

158,991.—Bertha Logar, New York, N. Y. (Filed Feb. 7, 1922. Used since May 11, 1921.)—Hair Restorer for Restoring Hair and Removing Dandruff.

159,198.—The Chloreat Company, Chicago, Ill. (Filed Feb. 11, 1922. Used since July 7, 1921.)—Toilet Powder.

159,295.—Marie Shields, New York, N. Y. (Filed Feb. 13, 1922. Used since about Aug. 26, 1921.)—Toilet Preparations, and More Particularly Hair Tonics, Perfumes, Toilet Creams, Face Powders and Lotions, and Nail Polishes.

159,314.—Ro-Ro-Co Manufacturing Company, St. Louis, Mo. (Filed Feb. 14, 1922. Used since about June 1, 1914.)—Talcum Powder, Complexion Powder, Depilatory Powder, Petroleum Jelly, Almond Cream, Cold Cream, Vanishing Cream, Massage Cream, Hair Restorer for Promoting the Growth of the Hair, Hair Tonic and Dandruff Remedy, Hair Shampoo, Bay Rum, Compact Face Powder, Face Rouge, Lip Rouge, Eyebrow Pencils, Nail Polish and Toilet Water.

159,421.—Koken Companies, St. Louis, Mo. (Filed Feb. 16, 1922. Used since Feb. 9, 1922.)—Toilet Waters and Perfumes.

159,422.—William Kahn, doing business as Kahn's Perfumery, St. Louis, Mo. (Filed Feb. 16, 1922. Used since May 15, 1919.)—Cold Creams, Foundation Creams, Massage Creams, Skin Balms, Lemon Lotions, Beauty Lotions, Toilet Waters, Face Compacts, Face Tints, Lip Rouges, Hair Lotions, Hair Tonics, Hair Colorings, Liquid Shampoos, Hair Whiteners, Curling Fluids, Henna Powders, Shampoo Powders, Brilliantines, Bandolines, Depilatory Powders, Nail Bleaches, Nail Lustres, Nail Whiteners, Nail Glosses, Nail Sheens, Nail Creams, and Nail Polishes.

159,655.—John William Hornsey, Jamaica Plain, Boston, Mass. (Filed Feb. 21, 1922. Used since Dec. 2, 1921.)—Hair-Restorers.

159,840.—Glenn F. Bowman and Charles F. C. Arensburg, Pittsburgh, Pa. (Filed Feb. 27, 1922. Used since Jan. 16, 1922.)—Dentifrice.

159,917.—Burns Products Company, St. Louis, Mo. (Filed Feb. 28, 1922. Used since Jan. 1, 1922.)—Soap and Soap Powders.

159,981.—Mathilde Rochon, Washington, D. C. (Filed Feb. 28, 1922. Used since Feb. 1, 1902.)—Hair Dyes.

160,066.—William T. Krusch, doing business as Duplex Products Co., Norwalk, Conn. (Filed Mar. 2, 1922. Used since Feb. 1, 1920.)—Shampoo Cream.

160,068.—Larkin Co., Inc., Buffalo, N. Y. (Filed Mar. 2, 1922. Used since Feb. 13, 1922.)—Antiseptic Solution and Mouth-Wash.

160,082.—Plough Chemical Company, Memphis, Tenn. (Filed Mar. 2, 1922. Used since October, 1921.)—Toilet Preparations—Namely, a Deodorant.

160,114.—Crofts & Reed Co., Chicago, Ill. (Filed Mar. 3, 1922. Used since February, 1919.)—Toilet Soaps.

160,144.—Paul L. McConomy, trading as Hy-Ray Products Co., Philadelphia, Pa. (Filed Mar. 3, 1922. Used since about Feb. 1, 1921.)—Sunburn Cream.

160,175.—Will & Baumer Candle Co., Inc., Syracuse, N. Y. (Filed Mar. 3, 1922. Used since about Jan. 1, 1913.)—Incense.

160,250.—James Pupley, New York, N. Y. (Filed Mar. 6, 1922. Used since Jan. 1, 1922.)—Preparation for Promoting the Growth of Hair.

160,292.—Simon Markman, New York, N. Y. (Filed Mar. 7, 1922. Used since Jan. 10, 1922.)—Shampoo and Hair Wash.

160,354.—Stephen Kovac, New Rochelle, N. Y. (Filed Mar. 8, 1922. Used since Feb. 23, 1922.)—Hair Tonics.

160,414.—August E. Kihn, Doing business as Injun Washing Powder, Philadelphia, Pa. (Filed Mar. 9, 1922. Used since May 10, 1921.)—Washing Powder.

160,460.—E. Burnham, Inc., Chicago, Ill. (Filed Mar. 10, 1922. Used since 1909.)—Talcum Powder.

160,461.—E. Burnham, Inc., Chicago, Ill. (Filed Mar. 10, 1922. Used since 1912.)—Deodorant.

160,463.—E. Burnham, Inc., Chicago, Ill. (Filed Mar. 10, 1922. Used since 1911.)—Hair Remover.

160,464.—E. Burnham, Inc., Chicago, Ill. (Filed Mar. 10, 1922. Used since 1912.)—Hair-Tonic Relieving Excessive Oil.

160,465.—E. Burnham, Inc., Chicago, Ill. (Filed Mar. 10, 1922. Used since 1909.)—Liquid Face Powder.

160,468.—E. Burnham, Inc., Chicago, Ill. (Filed Mar. 10, 1922. Used since 1908.)—Shampoo.

160,469.—E. Burnham, Inc., Chicago, Ill. (Filed Mar. 10, 1922. Used since 1910.)—Preparation for Chapped Hands.

160,470.—E. Burnham, Inc., Chicago, Ill. (Filed Mar. 10, 1922. Used since 1914.)—Face Powder.

160,471.—E. Burnham, Inc., Chicago, Ill. (Filed Mar. 10, 1922. Used since 1910.)—Brilliantine.

160,472.—E. Burnham, Inc., Chicago, Ill. (Filed Mar. 10, 1922. Used since 1915.)—Perfume, Toilet Water, Sachets, and other Toilet Preparations.

160,478.—E. Burnham, Inc., Chicago, Ill. (Filed Mar. 10, 1922. Used since 1908.)—Facial Cream.

160,509.—The Stimule Co., Inc., New York, N. Y. (Filed Mar. 10, 1922. Used since Mar. 3, 1922.)—Toilet Powder.

160,511.—The Stimule Company, Inc., New York, N. Y. (Filed Mar. 10, 1922. Used since Mar. 3, 1922.)—Toilet Cream.

160,624.—Natural Life Face Beautifier Company, St. Louis, Mo. (Filed Mar. 13, 1922. Used since Sept. 1, 1921.)—Skin Lotion.

160,523.—Alice S. Wildes, doing business as Alys, New York, N. Y. (Filed Mar. 10, 1922. Used since Oct. 3, 1921.)—Perfumes.

160,717.—Charles T. Naumann, doing business as Broadway Perfume Company, New York, N. Y. (Filed Mar. 15, 1922. Used since Feb. 15, 1922.)—Toilet Water Scalp Rub, Hair Tonic, Eau de Quinine, and Bay Rum.

160,723.—Saltrates, Limited, London, England. (Filed Mar. 15, 1922. Used since May, 1915.)—Bath Salts.

160,811.—R. D. Hill Company, Los Angeles, Calif. (Filed Mar. 17, 1922. Used since Feb. 27, 1922.)—Medicated Shampoo Liquid Compositions, Balsams, and Ointments for Eczema.

160,888.—George Lee Kitchen, doing business as Hemolene Chemical Co., St. Louis, Mo. (Filed Mar. 18, 1922. Used since on or about Dec. 15, 1921.)—Tooth Paste and Mouth Washes.

160,944.—Jolie, Inc., New York, N. Y. (Filed Mar. 20, 1922. Used since Dec. 3, 1920.)—Face Powders, Face Creams, Talcum Powders, Sachet Powders, Rouges, Lip-Sticks, Eyebrow Pencils, Perfumes, Toilet Waters, Hair Tonics, Brilliantine, Dentifrices, Tooth Powders, Nail Polishes, and Deodorizing Preparations.

160,945.—Jolie, Inc., New York, N. Y. (Filed Mar. 20, 1922. Used since Oct. 23, 1921.)—Face Powders, Face Creams, Talcum Powders, Sachet Powders, Rouges, Lip-Sticks, Eyebrow Pencils, Perfumes, Toilet Waters, Hair Tonics, Brilliantine, Dentifrices, Tooth Powders, Nail Polishes, and Deodorizing Preparations.

161,195.—Rebecca Kravitz, Vineland, N. J. (Filed Mar. 24, 1922. Used since Mar. 1, 1922.)—Washing Fluid.

163,435.—Benjamin F. Darneille, doing business as Le Pinx Laboratories, Springfield, Ill. (Filed May 6, 1922. Used since December, 1920.)—Skin cleansing Creams, Toilet Powders, Shampoos, Hand Lotions, Face Lotions and Toilet Creams.

160,443.—Trinity Chemical Corporation, White Plains, N. Y. (Filed Mar. 9, 1922. Used since May 1, 1919.)—Washing Compound for General Household, Kitchen, and Laundry Purposes.

160,444.—Trinity Chemical Corporation, White Plains, N. Y. (Filed Mar. 9, 1922. Used since Apr. 1, 1921.)—Cleanser for Industrial, Household, and All General Cleaning.

161,013.—The Rieser Company, New York, N. Y. (Filed Mar. 21, 1922. Used since Feb. 6, 1922.)—Soaps.

161,069.—The Seven Oils Co., Inc., Boston, Mass. (Filed Mar. 22, 1922. Used since June, 1920.)—Soaps.

161,191.—The Andrew Jergens Company, Cincinnati, Ohio. (Filed Mar. 24, 1922. Used since 1892.)—Toilet Soap.

161,201.—The Rieser Company, New York, N. Y. (Filed Mar. 24, 1922. Used since Feb. 6, 1922.)—Soaps.

161,246.—H. L. Fleming, doing business as H. L. Fleming Laboratory, Boerne, Texas. (Filed Mar. 25, 1922. Used since Jan. 17, 1922.)—Tooth Paste.

161,580.—The Remmers Soap Company, Cincinnati, Ohio. (Filed Mar. 31, 1922. Used since Feb. 14, 1922.)—Soap.

TRADE-MARK REGISTRATIONS GRANTED

(Act of Mar. 19, 1920.)

156,539.—Angelo Merlino, Seattle, Wash. (Filed July 25, 1921. Serial No. 150,913. Used since 1909.)—Olive-Oil.

PATENTS GRANTED

1,419,952. Soap Composition and Process of Making Same. Edward Goodrich Acheson, New York, N. Y. Filed Oct. 5, 1920. Serial No. 414,915. 3 Claims (Cl. 87—5.)

3. Process of making a soap composition, comprising subjecting clay to a deflocculating operation, whereby a portion of the same is transformed to the colloidal state; then reflocculating the colloidal clay in presence of the residual fine material, and incorporating the product with soap-stock.

1,420,965. Dispenser and Container for Perfumes. George W. Button and Milton Sierad, New York, N. Y. Filed July 6, 1921. Serial No. 482,705. 8 Claims. (Cl. 215—37.)

3. A combination container and dispenser having a receptacle adapted to contain a fluid and having an outlet opening, a movable member having a wick of absorbent material associated therewith and fitting into the said opening so that the fluid can only pass out of the said receptacle through the said wick, the said movable member being so mounted that the movement thereof is adapted to cause the said fluid to pass through the said wick.

WASHINGTON NEWS

(Continued from page 218)

in the complaint ceased to exist on June 1, 1920, and that this business was purchased by the present concern. The company admits that it maintains a schedule of uniform prices. It asserts, however, that it has formed no organization among wholesale distributors to enforce price maintenance, in contravention of the Supreme Court's opinion in the Beech-Nut case, but that it has depended solely upon notices and word of mouth of its agents to all wholesale distributors of its refusal to sell goods to any such distributors who fail to sell at the list prices furnished. Very few violations of its resale prices have come to its attention, the respondent states, in declaring that its policy has not been in restraint of competition and prays that it be determined that its practice is not in violation of Section 5 of the Federal Trade Commission Act.

CHEMISTS BACK UP CHEMICAL FOUNDATION

A delegation headed by Dr. Charles H. Herty, president of the Synthetic Organic Chemical Manufacturers' Association of the United States, and including some of the leading dye and chemical manufacturers of the country, called upon the President recently in connection with the return of the patents held by the Chemical Foundation to their former German owners.

These patents have been requested by the Alien Property Custodian from Francis P. Garvan, president of the Foundation. The request was made by the office of the Alien Property Custodian at the specific direction of President Harding.

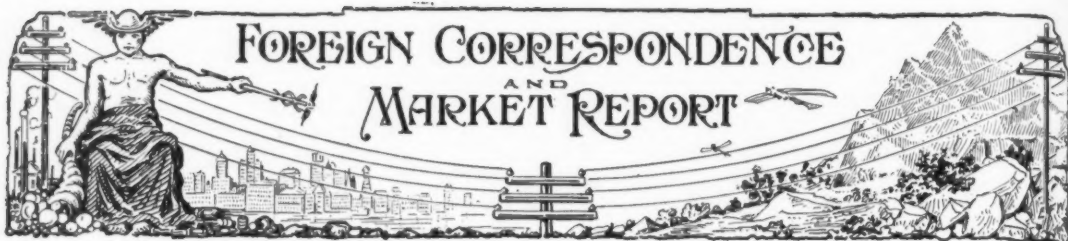
Mr. Garvan already has appeared before the Federal Grand Jury in Washington, and he will again appear for further hearing.

"Nothing could be more disastrous to the American industry than the return to the former German owners of the patents now owned by the Chemical Foundation," it was declared in a memorandum which was submitted to the President by the manufacturers at their conference. Nothing could be of greater aid, the memorandum said, in restoring to the German Chemical Cartel the monopoly formerly enjoyed.

The conference was asked for by the American manufacturers as a result of the action of the President instructing the Alien Property Custodian to proceed against the Foundation. In the memorandum which was submitted to the President, he was told of the activities of the Chemical Foundation, and also in a brief way of the whole dye and chemical situation as regards German competition, and the importation of German-made dyes and chemicals.

HORSEHAIR BRUSHES MAY BE PUT UNDER INTERSTATE BAN

The bill to exclude from interstate commerce shaving and lather brushes made of horsehair has been passed by the House of Representatives. It was recommended by the Public Health Service as a means of protecting "shavers" from anthrax germs. On motion of Representative White of Kansas, who is bald-headed, the bill was amended so as to exclude horsehair brushes also from interstate commerce. It developed that the National Brush Manufacturers' Association had endorsed the bill. Representative Webster said that the anthrax germ could not be destroyed by ordinary methods of sterilization, and that chemical methods of sterilization that would destroy it would also destroy the brush. There were grave constitutional arguments on the bill, but ultimately it passed by unanimous consent. It is now in the Senate.



ARABIA

DEMAND FOR PERFUMERY.—A strong demand for perfumery exists among the inhabitants of Arabia, according to the American Consul Cross at Aden. He says in part: "The great mass of the population lives on a very humble scale. Perfumery, however, is one of the most important of the luxuries in which they indulge as often as their resources permit. Cheapness is one of the most important requisites in goods of this character seeking a market in Arabia. The greatest part of goods of this type reach the consumers through the port of Aden and the hands of Aden merchants, who sell either directly to persons visiting the city or to petty traders, who take the goods into the interior. Both the men and women are very fond of perfumery. The most popular scents are musk, jasmine, rose, etc. Musk is the most widely used. Usually it is an artificial musk, which is at the present time imported from Switzerland in liquid, crystals or powder form."

DUTCH EAST INDIES

ESSENTIAL OILS.—According to the *Indischen Merkur*, the production of essential oils has made tremendous strides in the Dutch East Indies of late years. This is especially the case as regards citronella oil, the exports of which were 75,230 kg. in 1913, as against 528,534 kg. in 1919 and 434,245 kg. in 1920. As a matter of fact, the increase in the output of citronella oil is so strong that over-production is soon anticipated. Meantime this industry is still a profitable one, but the increase in the number of plantations is so considerable that a crisis threatens in the near future. In Europe there are already very large stocks.

FRANCE

OLIVE CULTURE IN THE GRASSE REGION.—Despite the great development of jasmine and rose plantations, and of other perfume flowers, in the Grasse region during the last twenty-five years, the olive remains by far the most important crop. Praise, therefore, is given to the Society of Agriculture for instituting a pruning contest this year. As a result either of the scarcity of labor or of the diminishing crops, innumerable olive orchards have been neglected for years. It is expected that all of the professional tree-surgeons, as well as the owners of plantations, who take part personally in their management, will take part. Complaint is made against the burdensome formalities required by the law of June 19, 1918, which prohibits the cutting down of olive trees except by previous authorization by the prefect of the department.

GERMANY

PRICES OF GERMAN ALCOHOL.—The administration of the Imperial alcohol monopoly has published the official sale prices of alcohol, which are now in force. For 100 litres

(Continued on page 234)

THE MARKET

Essential Oils, Aromatic Chemicals, Etc.

The natural slowing down of business during mid-summer has checked most of the anticipatory buying that had been in evidence in the essential oil lines, but there is a fair amount of spot trading which is being done with a profit on the credit side of the ledger. A year ago inflated costs operated to keep profits at a minimum. The citrus oils have been largely demoralized this month by speculative tactics, on top of which there has been a marked slump in Italian exchange which was responsible for sales of lemon at as low as 65 cents, although the situation has since improved materially and 68 @ 72 cents is now quoted, depending on brand. The proposed removal of several dutiable oils from the taxable items in the revenue bill has served to heighten speculation to some extent and there has been some warehousing of in bond shipments of materials which will enter duty free if the tariff is removed. This has made for an artificial scarcity in some directions.

There has been no let up in the red tape and restrictions with which the Government has surrounded oil of cassia. The ordinary oil can only be utilized for technical purposes and consumers who require cassias for special purposes must give affidavit to that general effect, which condition has forced firmer tendencies in this market. There has been a rather sharp break in oil or wormseed amounting to \$1 a pound on freer crop movements. The movement in oil of citronella has probably been heavier than in most of the other oils with heavy buying from the soap manufacturers at 55 cents and upwards. Cumin has advanced to \$6.50 @ \$7 a pound. An advance of 15 to 25 cents is seen on red and white thyme oil. Natural and artificial sassafras oils are generally easier under freer offerings. There have been firm tendencies in lavender geranium, pennyroyal, peppermint, spearmint, tansy, spruce, hemlock, and cedar leaf.

Most of the principal floral products are ruling comparatively steady. Nerolis are somewhat easier at \$300 for an absolute grade, \$125 for Petale and \$100 for Bigarade. Those who were looking for a normal crop of orange from Grasse for 1922 are disappointed as the damage that the orange trees suffered in 1920 and 1921 will require several years to make up and this year's estimate is from 500,000 to 700,000 kilos of blossoms. On account of important quantities of neroli in the hands of distillers and distributors the price has declined, however, and the flowers are now selling at about one-half of the prices that prevailed a year ago. Some so-called pure nerolis are said to be selling at prices which will not justify a price of 2 francs per kilo for the flowers.

The unexpected strength which has developed in the market for oil of almonds, bitter grades of which have risen to \$6.50, and "S. P. A." to \$7 in some quarters of the trade, has been a subject of comment. Cardamon hit \$19, an advance of \$6, while caraway was nearly \$1 above previous price levels.

Pennyroyal has attained more or less prominence, owing to the fact that the French has been in decidedly limited supply. The activity is a re-awakening from the long protracted idleness during which importers had no incentive to bring the material in. It was understood that 75 cents could be done for import. The buying of sandalwood has

(Continued on page 234)

PRICES IN THE NEW YORK MARKET

(Quotations on this page are those made by local dealers, but are subject to revision without notice because of the present unstable conditions.)

(See last page of Soap Section for Prices on Soap Materials.)

ESSENTIAL OILS

Almond, Bitter, per lb....	\$5.50-	\$6.50
Almond, S. P. A.....	5.50-	7.00
Almond, F. F. C. "art"....	1.90-	2.25
Almond, Sweet True.....	.50-	.60
Almond, Peach Kernel....	.27-	.30
Amber, crude.....	1.05-	1.50
Amber, Rectified.....	1.40-	1.50
Amirys balsamifera.....	4.00-	4.25
Anise, "lead free U. S. P." ..	.65-	.95
Aspic (spike) Spanish....	1.25-	1.50
French.....	3.00-	3.50
Bay, Porto Rico.....	2.85-	2.90
West Indies.....	4.00-	4.20
Bergamot, 35-36 per cent..	2.50-	3.25
Birch sweet N. C.....	4.00-	4.00
Penn. and Conn.....	2.00-	2.50
Birchar, Crude.....	3.00-	3.00
Birchar, Rectified.....	.55-	.70
Bois de Rose, Femelle.....	.75-	.75
Cade, U. S. P. "IX".....	4.25-	4.25
Cajeput, Native.....	.22-	.25
Calamus.....	3.00-	4.25
Camphor, Jap. "white"....	4.00-	4.25
Cananga, Java.....	3.50-	3.75
Cananga, Java, Rectified..	19.00-	20.00
Caraway Seed.....	5.00-	6.00
Cardamon, Ceylon.....	1.90-	2.00
Carvol.....	.90-	.90
Cassia, Redistilled, U. S. P....	.90-	.90
Cedar Leaf.....	.28-	.31
Cedar Wood.....	10.00-	10.00
Celery.....	17.50-	18.00
Cinnamon, Ceylon.....	.62-	.65
Citronella, Ceylon.....	.75-	.80
Citronella, Java.....	2.25-	2.40
Cloves, Bourbon.....	2.00-	2.25
Cloves, Zanzibar.....	.45-	.50
Copaiba.....	12.00-	12.50
Coriander.....	1.15-	1.15
Croton.....	6.75-	6.75
Cubebs.....	6.50-	7.00
Cumin.....	4.25-	4.25
Dillseed.....	1.85-	4.00
Erigeron.....	1.65-	1.65
Eucalyptus, Aus. 70%.....	9.75-	10.00
Fennel, Sweet.....	5.50-	7.50
Geranium, Rose Algerian..	4.50-	4.50
Geranium, Bourbon.....	5.75-	6.50
Geranium, Turkish (palma	3.25-	3.25
rosa).....	5.50-	6.00
Ginger.....	.95-	1.15
Gingergrass.....	2.25-	2.50
Guaiac (Wood).....	.3200-	.3200
Hemlock.....	3.85-	4.50
Juniper Berries, Rectified.	3.00-	3.00
Lavender, English.....	.85-	.95
Lavender, U. S. P. "IX"....	1.05-	1.10
Lavender, U. S. P. "VIII" ..	.55-	.55
Lemon.....	3.25-	3.25
Lemongrass.....	1.15-	1.25
Limes, distilled.....	.16-	.16
Limes, expressed.....	18.00-	18.00
Linaloe.....	3.40-	3.50
Mace, distilled.....	230.00-	300.00
Mirbane.....	125.00-	125.00
Mustard, genuine.....	100.00-	100.00
Mustard, artificial.....	1.05-	1.05
Neroli, Bigarade, Petale		
Ex.....		
Neroli, Petale.....		
Neroli, Bigarade.....		
Nutmeg.....		

Opoponax.....	28.00-	28.00
Orange, bitter.....	2.30-	2.30
Orange, sweet, West Indies	2.65-	2.75
Orange, sweet, Italian....	2.85-	3.25
Origanum, imitation.....	.25-	.35
Orris Root, concrete, for-	5.25-	5.50
oreign (oz.).....		
Orris Root, concrete, do-	4.50-	4.50
mestic (oz.).....		
Orris Root, absolute (oz.)	57.00-	57.00
Parsley.....	3.50-	3.50
Patchouly.....	10.50-	10.50
Pennyroyal, American.....	2.15-	2.40
Pennyroyal, French.....	1.50-	1.75
Peppermint.....	1.95-	2.20
Peppermint, redistilled..	2.20-	2.45
Petit Grain, So. American	2.00-	2.00
Petit Grain, French.....	8.00-	10.00
Pimento.....	2.10-	2.10
Pine Needles, from Pinus		
Sylvestris.....	2.00-	2.00
Rose, Bulgaria..... (oz.)	7.20-	7.50
Rosemary, French..... (lb.)	.70-	.70
Rosemary, Spanish.....	.50-	.55
Rue.....	4.00-	4.00
Sage.....	4.75-	4.75
Sandalwood, East India..	7.10-	7.10
Sassafras, artificial.....	.47-	.50
Sassafras, natural.....	.90-	.90
Savin, French.....	3.80-	4.00
Snake Root.....	17.50-	17.50
Spearment.....	3.50-	3.60
Spruce.....	.95-	1.20
Tansy.....	11.00-	11.00
Thyme, French, red.....	1.20-	1.20
Thyme, French, white....	1.15-	1.15
Thyme, Spanish, red.....	1.25-	1.40
Vetivert, Bourbon.....	6.00-	6.00
East India.....	30.00-	30.00
Wintergreen, Southern....	4.75-	4.75
Pennsylvania.....	6.75-	6.75
Wormseed.....	2.45-	2.75
Wormwood.....	12.00-	12.25
Ylang-Ylang, Manila.....	38.00-	40.00
Ylang-Ylang, Bourbon....	11.50-	12.00

DERIVATIVES AND CHEMICALS

Acetophenone.....	4.75-	4.75
Amyl Salicylate, dom.....	1.25-	1.50
Amyl, Salicylate, foreign..	nominal	nominal
Anethol.....	1.60-	1.70
Anisic Aldehyde, foreign..	4.25-	4.75
Domestic.....	4.25-	4.50
Benzaldehyde, domestic..	1.45-	1.45
Benzaldehyde, F. F. C.		
domestic.....	1.70-	1.75
Benzyl Acetate, domestic..	1.40-	1.40
Benzyl Acetate, foreign..	1.40-	1.40
Benzyl Alcohol.....	1.75-	1.75
Benzyl Benzoate.....	1.50-	1.75
Borneol.....	3.50-	3.50
Bornylacetate.....	4.25-	4.25
Bromstyrol.....	4.75-	4.75
Carvol.....	5.00-	5.00
Cinnamic Acid.....	3.25-	3.50
Cinnamic Alcohol.....	18.00-	18.00
Cinnamic Aldehyde.....	4.75-	4.75
Citral C. P.....	3.00-	3.00
Citronellol, domestic.....	12.00-	12.00
Citronellol, foreign.....	12.00-	12.00
Cumarin, natural.....	3.25-	3.25
Cumarin, artificial domestic		
Cumarin, artificial, foreign		
Diphenylmethane.....	2.25-	2.50
Diphenyloxide.....	.90-	1.25

Ethyl Cinnamate.....	5.50-	5.50
Eucalyptol.....	.85-	.85
Eugenol.....	3.25-	3.50
Geraniol, domestic.....	3.50-	3.50
Geraniol, foreign.....	3.25-	3.25
Geranyl-Acetate.....	5.50-	5.50
Heliotropin, domestic....	2.75-	3.00
Indol, C. P..... (oz.)	9.00-	9.00
Iso-Butyl-Salicylate.....	nominal	nominal
Linalool.....	4.75-	5.50
Linalyl Acetate.....	6.00-	10.00
Linalyl Benzoate.....	nominal	nominal
Methyl Anthranilate.....	4.00-	4.00
Methyl Cinnamate.....	5.00-	5.50
Methyl Heptenone.....	9.00-	9.00
Methyl Heptene Carbon...	45.00-	50.00
Methyl Paracresol.....	12.50-	15.00
Methyl Salicylate.....	.37-	.40
Musk Ambrette.....	14.00-	14.00
Musk Ketone.....	10.00-	10.00
Musk Xylene.....	2.50-	2.75
Nonylic Alcohol.....	nominal	nominal
Phenylacetaldehyde.....	7.25-	7.75
Phenylethyl Alcohol.....	6.50-	6.50
Phenylacetic Acid.....	3.00-	3.00
Rhodinol, domestic.....	18.00-	18.00
Rhodinol, foreign.....	20.00-	20.00
Safrol.....	.60-	.65
Skatol, C. P..... (oz.)	57.00-	57.00
Terpineol, C. P., domestic.	.50-	.50
Terpineol, C. P., imported	.50-	.55
Terpinyl Acetate.....	1.75-	2.00
Thymol.....	4.50-	4.50
Violet, artificial.....	8.00-	17.00
Vanillin.....	.45-	.47

BEANS

Tonka Beans, Para.....	.95-	1.00
Tonka Beans, Angostura..	1.50-	1.60
Vanilla Beans, Mexican....	10.50-	13.50
Vanilla Beans, cut.....	7.25-	7.25
Vanilla Beans, Bourbon		
whole.....	2.50-	3.25
Vanilla Beans, Bourbon		
cut.....	2.50-	3.25
Vanilla Beans, Tahiti yellow label.....	2.25-	2.25
White label.....	2.50-	2.50

SUNDRIES

Alcohol cologne spirits gal-		
lon.....	4.75-	4.90
*Ambergris, black... (oz.)	8.00-	12.00
Ambergris, gray.....	28.00-	28.00
Chalk, precipitated.....	.03-	.05
Civet horns..... (oz.)	2.85-	2.85
Lanolin hydrous.....	.14-	.18
Lanolin anhydrous.....	.17-	.22
Menthol.....	6.25-	6.50
Musk, Cab., pods... (oz.)	6.50-	6.75
Musk, Cab., grains... (oz.)	6.50-	6.75
Musk, Tonquin, grains		
(oz.).....	38.00-	40.00
Musk, Tonquin, pods. (oz.)	25.00-	26.00
Orris Root, Florentine,		
whole.....	.09-	.10
Orris Root powdered and		
gran.....	.12-	.13
Rice Starch.....	.12-	.16
Talc, Italian..... (ton)	45.00-	60.00
Talc, French..... (ton)	22.50-	50.00
Talc, domestic..... (ton)	18.00-	40.00

*Nominal.

THE MARKET

(Continued from page 232)

been highly irregular with consumers coming into the market at the most unexpected periods only to leave the market empty of buyers subsequently. Stocks of juniper, hemlock and spruce are larger and the tone of the market is easier. Pachouli is easier under lower replacement costs.

Aromatic Chemicals

The outstanding feature in the market for aromatic chemical products was the announcement from the principal American producers of vanillin of a reduction of 5 cents an ounce, establishing the market for lots of 5,000 ounces at 43 cents and in smaller lots down to 5 pounds at 45 cents an ounce. The reduction was in reflection of the weakness in the raw material clove oil, which has become more economical to obtain owing to a recent increase in the volume of importations of the spice. The new prices are relatively attractive and buying is expected to become more active. Coumarin has also met good consumptive buying at \$3 in lots of 100 pounds, while for smaller quantities as high as \$3.25 is the general asking quotation. Complaints have been heard from trade sources over slow deliveries on coumarin, as it appears that the output is sold ahead to some extent.

The recent sharp appreciation in prices for turpentine is reported to have developed some pressure in terpineol which some factors have advanced to 60 cents a pound in drums and 65 cents a pound in cans. The leading producers, it is understood, are sold ahead and are not accepting business for prompt delivery. A nominal figure of 50 cents was named by a producer for lots of 5,000 pounds, although this did not apply on material for prompt delivery. There has been an appreciation in the prices for methyl-salicylate to 38 cents in 100 pounds lots under a moderate improvement in the general character of trading. Eugenol is easier at \$3.25 @ \$3.50 a pound; domestic amyl-salicylate is easier at \$1.25 a pound, while foreign grades are reported out of the market; anisaldehyde is easier at \$4.25; anethol at \$1.60; domestic benzaldehyde is 20 cents lower; cinnamon alcohol down 25 cents at \$3; linalool down \$1.25 a pound at \$4.75; methyl-heptene carbonate down \$5 at \$45; phenylacetaldehyde \$1.25 lower at \$7.25 a pound and musk ketone \$1 lower at \$10.

Natural Perfumery Products

Further efforts to see that alcohol is not diverted to improper usages have interested the trade during the interval. An advance to \$6.25 @ \$6.50 in menthol has stood out conspicuously, the rise being traceable to a higher market in Japan and urgent speculative buying here in preparation for the season of active consumptive demand. Powdered orris root has met wide demand at prices ranging from 12 to 13 cents. Civet in horns is advanced to \$3 and gray ambergris to \$28 a pound.

Vanilla Beans

Barring a few straggling lots of Mexican vanilla beans which remain to come forward from the primary market practically everything has been sold ahead. New York importers do not look for any further substantial receipts. They say that the bulk of all arrivals seen here have been used to fill forward delivery contracts for vanilla. Whole grades of Mexican vanilla beans are held firm at from \$10.50 to \$18.50 a pound, while cut beans are quoted at \$7.50 a pound. The biggest proportion of recent arrivals have gone to extract manufacturers who contracted ahead for the largest part of their consuming requirements this year.

With practically everything in sight and in hand engaged ahead in the market for Mexican vanilla beans there has been little cause for anxiety on the part of the trade as to their current year's supplies. There has been some speculation, however, as to the outcome of the 1922-1923 crop, which if early estimates have any value should turn out somewhere around 125,000 pounds, which would be about double the size of the 1921-1922 crop, but would compare with a normal production of some 300,000 to 350,000 pounds per annum. Quality of the cut beans which has just been marketed has come in for favorable comment.

FOREIGN CORRESPONDENCE

(Continued from page 232)

of pure alcohol for general use, i.e., for all purposes for which no rebate is granted, the price is 4.800m. The following are the prices for special uses, per 100 litres of pure alcohol: For the manufacture of vinegar, 1,000m.; for the manufacture of vinegar (prime spirit), 1,050m.; for use in hospitals and in scientific institutions, 650m.; for manufacturing purposes, whether supplied pure or denatured, 700m.; denatured for ordinary domestic uses, 700m. The former distinction in price between alcohol for beverages, perfumes, and cosmetics, and for the preparation of medicines and galenicals, has been abolished.

GREAT BRITAIN

CHEMISTS' EXPOSITION.—The twenty-third of the series organized by the *British & Colonial Pharmacist* held in Central Hall, Westminster, London, S. W., June 19-23, was again a pleasurable success. W. J. Bush & Co., Ltd., devoted the greater part of their stand to perfumery and the remainder to concentrated flower oils and fine chemicals. The display of toilet preparations was varied and important. The Crown Perfumery Co., Ltd., had a striking display and V. Vivaudou exhibited Mavis and his other perfumery and toilet specialties. There was a long list of exhibitors and some novelties were on view in soaps, etc.

GUATEMALA.

WEIGHTS AND MEASURES.—The international metric system is used only to a small extent in Guatemala, the principal units being those of the Spanish system. Even these Spanish units, vary in each Department, and almost every district has different local units of its own, entirely unfamiliar to the people residing outside of its boundaries.

SPAIN

OLIVE OIL.—Production of olives in Spain for 1921-22 is given as 1,530,000 metric tons, against 1,660,000 tons in 1920-21, and of olive oil 276,000 tons, against 317,000 tons in 1920-21. (Cablegram from Commercial Attaché Charles H. Cunningham, Madrid.)

ITALY

OLIVE OIL PRODUCTION IN ITALY.—A report on olive oil production in Italy for the 12 years, 1909 to 1920, has been submitted to the Bureau of Foreign and Domestic Commerce by Commercial Attaché H. C. MacLean, of Rome. Copies of this report may be obtained by interested firms from the Foodstuffs Division upon reference to file No. 3086.

MOZAMBIQUE

REDUCTION OF IMPORT DUTY ON PERFUMES AND ESSENTIAL OILS FOR SOAP MAKING.—By a decree of April 22, 1922, the duty on perfumes and essential oils imported into Mozambique, for exclusive use in the manufacture of soap products, is reduced from 30 per cent to 10 per cent ad valorem.

It Is Interesting—Every Bit of It!

(From Mme. Marie Waldo, Expert Cosmetician, Chicago, Ill.)

Although not an advertiser, still I feel I couldn't get along without THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW. It is interesting, every bit of it!



VEGETABLE OIL TARIFF POINT GAINED

Readers of the SOAP SECTION, of course, always read our Washington Special Correspondence, as they do other departments, in addition to perusing what may be printed in the subsequent pages. As this is written, the soap manufacturers evidently have won a victory in the Senate on vegetable oils, but it only means that the fight must be kept up, for the trouble will not end for weeks, and perhaps months, as the Senate's dictum is not necessarily final and the Senators may indeed reverse themselves, as they have often done before.

The soap industry must realize, as do other important units of our mercantile existence, that the tariff should be taken out of politics and placed upon a safe and sane ground. Just how it may be done is an open question.

BRITISH VS. AMERICAN SOAP WAGES

American soap manufacturers will be a trifle surprised by Lord Leverhulme's recent observation, after his last trip to this country, that in spite of the higher rate per piece received by the average British worker, the American laborer received, because of greater output, one and a half to three times as much in the aggregate. This he ascribed to the policy of consistent restriction of production by the English trade unions, and declared that unless the American attitude of not tolerating trade union interference with output were adopted, his country would suffer.

Now what do you think of it? Would you favor a change? Does it not mean the eventual supremacy of American manufacturers in the world's soap-making industry?

USE OF AMMONIA IN SOAP MANUFACTURE

This subject, which has been investigated repeatedly in the past, has given new and successful results in the hands of Prof. Garelli. The ammonium soap is a gelatinous mass, which is easily decomposed by sodium chloride. If the latter is added in only moderate excess, the liquid remaining after the separation of the sodium soap will contain sodium and ammonium chlorides and free ammonia, which had been present in excess in the ammonium soap. This mixture can easily be worked over again.—*Chemiker-Zeitung*.

Japanese Patent for Soap

M. Ohtsuka and S. Ozaki, Japanese 38,484. To 100 lb. chrysalis oil, 70 lb. vegetable wax, and 30 lb. pine resin heated at 160°, is added 1 lb. Na_2O_2 , the mixture is agitated and a suitable quantity of NaOH solution (25° Bé.) is gradually added. After six hours a transparent odorless yellow soap separated.

POWDERED SOAP

By DR. E. G. THOMSEN

Lightfoot-Schultz Co., Hoboken, N. J.

In discussing powdered soap our intention is to consider only those used for toilet purposes and not the common soap powders used for ordinary cleaning. Soap in powder form is very extensively employed by manufacturers of toilet preparations, especially in making tooth pastes or powders, shampoos, eyebrow tints, creams, and as shaving powder. All of these products require soaps which have the peculiar properties adaptable to their respective uses.

In the manufacture of tooth pastes particularly does soap powder play a very important part, because the proper consistency of the paste depends almost entirely upon the soap. Many tooth pastes become either too soft or too hard after aging due to the use of a soap powder not suitable for dental creams or one which lacks uniformity in its chemical composition. A soap powder for a shampoo should have more lathering quality than that used for dentifrices. This property is usually obtained by a larger percentage of coconut oil which produces the abundant lather desired by the user.

Almost any kind of good fine soap powder is adaptable for use in eyebrow tints or toilet creams. For shaving powders the soap should contain potash and must produce a heavy, creamy, but not gummy, lather that will remain moist for a long time. Furthermore, the soap itself must be nearly neutral to prevent smarting of the face.

In addition to our discussion of the specific properties of the various soap powders for various preparations, there are other general conditions which enter into the selection of powdered soaps. The fineness to which they are ground, their homogeneity after being stored during several months, the color, odor and taste are all important points to be considered in the selection of a good soap powder.

Although the grinding of soap may appear to be a simple operation, in reality it is quite difficult. Rather than cope with this problem, in many cases, the soap manufacturer sends his soap to the drug miller to be ground and this really is not the best practice.

The most common machine used for the grinding process are the mills which pulverize by the principle of attrition. These reduce the soap to powder form by revolving at great speed, and through various devices or methods cause the particles of soap to beat against each other at great velocity and thus disintegrate to a powder. Air separation has been added to improve the powder produced by this type of mill. By means of a current of air blowing across the powder as it is produced, the fine particles are separated from the coarse and the latter automatically returned to the mill for further grinding until they are fine enough to pass on to the

accumulator. This method of milling is more economical than the grinding and sifting method, and is more rapid.

As the fineness to which the soap is to be ground increases, the difficulties increase. To obtain powders of a greater degree of fineness pebble mills and chaser mills are used. The pebble mills crush and pulverize the soap by rubbing it between hard pebbles in a slowly revolving or tumbling cylinder for a long period of time. The chaser mills first grind the soap; then it floats as a very fine powder above a cylindrical curb of fixed height. By this last method, which is very slow and expensive to operate, the finest and fluffiest powders are obtained.

As implied by the foregoing description, the various methods of grinding result in differences in the fineness, weight, and appearance of the product. Not only do these methods of grinding influence the consistency of the powder obtained, but the amount of moisture in the soap chips and the condition of the air as regards humidity, also influence the kind of powder produced.

The keeping quality of powdered soap in storage is dependent upon a number of conditions. In the first place, unlike toilet soaps, soap powders cannot be finished neutral in the soap kettle. They must be carefully saponified and finished strong. Secondly, they must be thoroughly dried, as any excess amount of moisture will cause sweating which is followed by their turning yellow and rancid. In the third place, they should not be stored too long nor in too damp a storage room. A well-aired, light, cool place is the best storage condition for soap powders. It is also good practice to buy in smaller quantities and more often rather than in larger quantities which must be stored for a long time.

It is very well known that due to the refraction of light, a solid in the form of powder is always the lighter in color. The color of the soap in chip form, therefore, is several shades darker than that of the pulverized. Consequently, good soap powders as ordinarily made should be very much whiter than ordinary white toilet soap, unless palm oil or some other naturally colored oil has entered into their manufacture. Any creaminess of color indicates an inferior product. The question of odor and taste, also, enter into the quality. A strong odor indicates either rancidity, or that poor quality fats and oils were used in the manufacture of the soap. If the taste is very sharp an excess of alkali is indicated, and a strong soapy taste is sure to become evident, particularly in dental powders or pastes.

Outside of these various properties enumerated, further chemical tests as outlined in texts on soaps, fats and oils should be carried on to assure uniformity of composition. Only in this way can a soap powder be accurately judged as to its proper composition for the purpose desired. This does not mean that a complete analysis is necessary, but a few of the more common tests should be made.

Much if not everything depends upon a proper selection of the type of soap powder to be used.—*Ungerer's Bulletin*.

Fatty Acids of High Melting Point

German Patent 329,232, I. Liffschütz:—The product obtained by saponifying wool fat according to German Patent 286,244 is washed and treated with solvents for extracting the unsaponifiable matter alone. The residual soaps are treated with acids for the recovery of their fatty acids, whilst the extract is left to settle and is then freed from the solvent. The acid treatment yields the fatty acids in the form of a wax-like light brown, very firm but brittle cake, which is easily bleached, and melts at 77-80 deg. C., has the high saponification value 130-140, and resembles carnauba wax. Made into candles, it burns with a quiet and non-smoky flame; and it can be used as a substitute for hard wax.

NUMBERS OF DARK-COLORED OILS, FATS AND WAXES

BY PSCHORR, PFAFF AND BERNDT

(a) In case the material is easily soluble in alcohol and free from resins:

For the determination of the acid number a sample weighing 1—1.5 grams is placed in a 200 cubic centimeter volumetric flask and dissolved in 30 c.c. of neutral alcohol, on the water bath. After adding about 1 gram of sodium acetate the mixture is boiled gently for 5 minutes and then decomposed with excess of a solution of calcium chloride in neutral alcohol. After boiling a little longer, the mixture is cooled; this precipitates the calcium salts of the fatty acids, together with any other material insoluble in the cold. The mixture is then made up to mark with distilled water, filtered through a dry filter, and a 100 c.c. portion titrated with tenth-normal aqueous alkali.

For the determination of the saponification number a 1—1.5 gram sample is boiled in a 200 c.c. volumetric flask with 50 c.c. of tenth-normal alcoholic potassium hydroxide, for 3 or 4 hours, under a reflux condenser. Somewhat more than 50 c.c. of tenth-normal alcoholic acetic acid is then added. Alcoholic calcium chloride solution is then added, the mixture is boiled a short time, cooled, and treated as above described.

(b) In case the material is difficultly soluble in alcohol or contains resin.

For the determination of the acid number the above method is used, substituting for the 30 c.c. of alcohol a mixture of 20 c.c. alcohol plus 20 c.c. benzol, and using neutral alcohol instead of water for filling up to the mark. After filtering and pipetting off the 100 c.c. portion, the latter is diluted with about two volumes of neutral water and the supernatant benzol layer is evaporated off by cautious boiling. The titration with tenth-normal alkali is then carried out while the liquid is still hot, so that any acids which had been dissolved in the benzol, but which are insoluble in the water, will be included in the determination.

For the determination of the saponification number, benzol is added to the alcoholic alkali, and the rest of the determination conducted similarly to the above.—*Chemische Umschau*.

Patent for a Soap Composition

U. S. Patent 1,419,952 granted to Edward Goodrich Acheson, June 20, 1922, makes the following claims:

1. A soap-composition, comprising soap-stock and a clay addition, the latter comprising particles reprecipitated from the deflocculated state.
2. Process of making a soap-composition, comprising subjecting clay to a deflocculating operation, whereby a portion of the same is transformed to the colloidal state; then reflocculating the colloidal clay, and incorporating the product with soap-stock.
3. Process of making a soap-composition, comprising subjecting clay to a deflocculating operation, whereby a portion of the same is transformed to the colloidal state; then reflocculating the colloidal clay in presence of the residual fine material, and incorporating the product with soap-stock.

Readers of the SOAP SECTION may find items of interest to them in our Trade Notes pages, as well as in Patents and Trade Marks and Foreign Correspondence.

COLD MADE SOAPS

In pre-war times the soaps produced by cold process had become very popular and were used extensively for the care of the body. This was not only due to their high lathering capacity and pleasant odor, but also to their cheapness. In Germany, for instance, a cake weighing 50-60 grams could be bought for 10 to 15 pfennigs at that time. The soaps of this kind were very mild, in spite of their high cleansing power. Their mildness was due to the fact that in their manufacture only 50 parts of a 38-40° Bé Bicaustic soda lye were used for every 100 parts of coconut oil. This mixing proportion, as shown by various experts, leaves a small percentage of unsaponified oil in the soap, so that the latter becomes superfatted. The soaps produced by the cold method are distinguished by their beautiful, delicate and transparent appearance, while those obtained from fully saponified oils are harder and more brittle and irritate the skin of very sensitive persons. One of the disadvantages of mild soaps of this kind is that their fragrance does not remain stable, if they have to be kept in storage for any considerable time, but this is the smaller evil of two, because the soaps are usually only produced in small quantities and marketed immediately after their manufacture.

The variety of such soaps was always very large and they were perfumed to suit every taste. There were, for instance, uncolored white coconut oil soaps of various scents, almond soaps, lily milk soaps, etc., and large numbers of colored soaps, such as mottled coconut oil soap, mosaic soap, honey soap, rose soap, violet soap, Windsor soap, etc. Many of these soaps were produced solely from coconut oil, but for others a mixture of equal parts of coconut oil and neutral beef tallow was used. The best raw material for cold made soaps is undoubtedly the Cochin coconut oil, because it furnishes the whitest and mildest product. While the so-called Ceylon oil is well suited for the manufacture of colored soaps the Cochin oil unquestionably is the standard raw material for the production of prime white soaps. Attempts have repeatedly been made to use palm pernel oil in place of the coconut oil for colored soaps, because of the lower price of the former, but these experiments never furnished satisfactory results. The quality and cleansing action of the soap were not influenced materially by the substitution, but the peculiar, penetrating odor of the palm-pernel oil destroyed the fragrance of the soap to a large extent.

The first thing necessary for the manufacture of cold made soaps is a kettle of considerable size in which the oil or beef tallow are melted. A large wash boiler may be used for this purpose. The second utensil needed is an iron vessel for the preparation of the lye. The caustic soda is dissolved in this vessel and then permitted to clarify by settling. To produce a lye of 38-40° Bé two weight parts of water are required for every part of caustic soda. The lye has to be thoroughly cooled before it is used. As it absorbs carbonic acid from the air and is therefore partly transformed into a carbonate the vessel should be kept covered with a tightly fitting wooden lid.

The next apparatus required is a stirring kettle of sheet iron, with straight walls that are only slightly curved at the bottom. A kettle of coniform shape is not desirable. At its upper rim the kettle should have two handles, so that it

can easily be grabbed and lifted by two persons. A third handle near the bottom is required for the tilting of the vessel. With the aid of these handles the contents of the mixer are easily poured into the frames after the completion of the mixture. The self-heating and subsequent saponification of the mixture proceeds best, if the quantity is not too small. Very satisfactory results are obtained with a mixture consisting of 50-60 kg. coconut oil and the corresponding quantity of 25-30 kg. of 38-40° Bé caustic soda lye. The kettle has, of course, to be large enough to hold these quantities of materials, and a space of about five inches should remain between the surface of the mixture and the upper rim of the vessel. The size of the frames naturally also has to correspond with the quantity of the mixture. Strong wooden boxes are best suited; they are poor heat conductors and can be depended upon to accelerate the self-heating of the substance.

The self-heating of the mixture is of the greatest importance and has to be watched carefully, because the actual saponification of the oil with the lye only takes place in the frames. To prevent any cooling from the outside every frame should be covered with a wooden lid and also with a number of bags. The self-heating takes place over night. The next morning the covers are removed and the now completed soap may be cut, after it has been thoroughly cooled.

The walls of the frames should be lined with carefully cut sheet zinc, in order to prevent the soap sticking to them during the saponification process. After the bottom of the frame has been covered with a large sheet of zinc other sheets of the metal are placed against the inside and side walls in the same manner. As soon as the soap has been sufficiently cooled the frame is placed on a table upside down. The soap block then drops out with the zinc sheets attached to it and the latter can be removed without difficulty.

The stirring of the lye with the oil is carried out with the aid of a stirrer of hardwood, preferably ash. After the oil has been melted in a larger tank the stirring vessel is placed on the scales and covered with a wooden frame over which a cloth has been stretched. The boiler, frame, etc., are weighed together, and after the weights for the coconut oil to be added has been placed on the scales the oil is strained into the vessel through the cloth, so as to keep back possible impurities. Then the mixer, with the weighed coconut oil, is hung into a tripod. The temperature of the oil has to be ascertained with the thermometer, before the lye is stirred in. In summer it should not be higher than 30°C, but in winter the work may be carried out at 40°C. One person takes hold of the stirrer and stirs the oil with a circular motion, while another person pours in the carefully weighed soda lye in a thin stream. The mixing proportion, as already stated, is: 1 weight part soda lye of 38-40° Bé and two weight parts oil.

If the operation proceeds normally the substance still remains rather thinly liquid after the lye has been added. The stirring therefore has to be continued until the mixture thickens perceptibly. It may be considered completed as soon as the substance dripping from the withdrawn stirrer no longer runs on the surface of the mixture in the boiler, but remains stationary. Then the perfume mixture is added and the contents of the vessel are poured into the prepared

*From Seifensieder-Zeitung, Vol. 48, No. 51, December 22, 1921, page 1048.

frames, which have to be covered at once. If colored soaps, the color has to be added to the oil before the lye is stirred in.

The course of the process should be normal, if the directions given above are followed carefully, but still the operation may miscarry. In this case the failure is caused by the condition of the used cocoanut oil. The fresher the oil is the better the results will be, but sometimes oil of a considerable age that has been kept in storage for a long time reaches the market and is sold as fresh. Oils of this kind usually contain more or less free fatty acid. One to three per cent of free fatty acids in the oil do not cause any trouble when the lye is stirred in, but if the contents of free fatty acids amounts to 5 per cent or more the oil thickens as soon as the first bit of lye reaches it. With the addition of more lye it becomes so stiff that the stirring has to be stopped. In this case the whole operation is a failure.

After an experience of this kind it is useless to attempt further experiments with the same oil, because they would have the same result. In such cases it is advisable to determine the free fatty acid content of the oil and to ascertain whether it can be used at all for the manufacture of cold stirred soaps. An attempt may be made, however, to make the oil usable again. This is done in the following manner: The entire quantity of the oil is placed into a melting tank with 10 kg. of salt water of 24° and heated to 70-80° C. Then to 3 to 6 kg. of caustic soda lye of 38-40° Bé are added for every 100 kg. of oil. The mixture is thoroughly stirred, reheated for a short time and then permitted to stand quietly over night. On the following morning the foam on the surface is carefully removed and a trial stirring made with a few kilograms of the oil and a corresponding weight quantity of soda lye. If this trial turns out satisfactory and the substance does not thicken as soon as the lye is added it may be assumed that the oil is fit for use again. A new failure proves, however, that the free fatty acid content is too large and that the oil has to be used for other purposes.

Usually the corrective method described is successful, and it only fails with oils of a decidedly inferior quality. If beef tallow is used with the cocoanut oil the free fatty acid content has to be watched most carefully. In Germany the use of this raw material for the manufacture of cold process soaps is practically impossible at present. On account of the food conditions fresh, non-acid tallow could not even be obtained if the manufacturers were willing to pay the prohibitive prices, and the tallow-like fats imported from foreign countries always contain large quantities of free fatty acids.

(To be Continued.)

THE BLEACHING OF PALM OIL

Not all kinds of palm oil can be bleached to advantage. The bichromate and hydrochloric acid method gives very good results. The following procedure is to be recommended: 1,000 kilos of palm oil is melted and allowed to stand for several hours to settle. The clear oil is drawn into a wooden vat with a mechanical stirrer. The necessary amount of potassium bichromate (5 to 15 kilos) is dissolved in 3 or 4 times its weight of boiling water and added to the oil at 50° C. The hydrochloric acid (15 to 45 kilos of 20° Baumé acid), diluted with three times its volume of water, is then worked in. The stirring should be very thorough, so that the oil makes a sort of emulsion with the bleaching materials. The mixture becomes greenish and finally bluish green. The duration of the process is very variable (from ¼ to 1

hour). When the bleaching is finished, the mixture is allowed to rest, the chrome solution drawn off carefully, and the oil washed, first with weakly acidified water, then with pure water, until clean. Other bleaching methods make use of Tonsil, Frankonite, hot air blast, hydrogen peroxide, Lucidol, potassium permanganate and acid, chlorinated bleach, etc.

DECOLORIZATION OF GLYCERINE-CONTAINING LIQUIDS OR OF CRUDE GLYCERINE

German Patent 347,154, Feb. 13, 1919. Elektro-Osmose Akt.-Ges. (Graf Schwerin-Gesellschaft) of Berlin.

According to the customary methods of glycerine recovery, the solution containing glycerine and sulphuric acid is first treated with barium carbonate in order to precipitate out of the sulphuric acid, and then with oxalic acid to precipitate the excess of barium salt. During this process no decolorization of the glycerine is noticeable, and the decolorization must be subsequently accomplished with the aid of charcoal or other absorptive substances.

The surprising observation has been made that when first oxalic acid and then barium carbonate is added to the crude glycerine solution containing sulphuric acid, not only is the sulphuric acid and the barium salt precipitated out, but also a certain amount of decolorization takes place. A strong bleaching effect has been found to take place, without the use of the customary absorptive agents, when oxalic acid is employed in amounts greater than are required for the precipitation of the barium salt. When oxalic acid is thus added to glycerine-containing water or to crude glycerine, an almost instantaneous bleaching can be observed. The oxalic acid is preferably added in powdered form.

Patent Claim: A process for decolorizing glycerine-containing liquids or crude glycerine, characterized by the use of oxalic acid as a decolorizing agent.—*Seifensieder-Zeitung*.

DETERMINING WASHING VALUE OF SOAP

According to Dr. E. Luksch, the present methods of analysis in this respect do not give sufficiently satisfactory results, and he is of opinion that better results could be secured by utilizing the ascendant properties of soap solutions in capillary tubes, when said solutions are of a predetermined concentration. The tests made, however, proved fruitless. It was found more advantageous to allow the soap solutions an opportunity to ascend in the wedge-shaped space between two vertical glass plates of 20 by 30 cm. which are in contact at one edge, but are spaced apart at the other by means of a 2 mm. glass bead. Characteristic curves were obtained. The surface used, measured in cubic centimetres, showed marked differences. The solutions used were of 1, 2 and 3 per cent. in strength. Dr. Luksch is of the opinion that, by a comparison of the values thus obtained with those secured with water, coefficient could be secured proportionate to the washing value of soap. So far, experiments in this direction have not passed the initial stage; it is planned to proceed further with them until definite results have been secured.

German Patent for Extraction of Fat

German Patent 333,493, A. Lorenz, Hamburg: The solvent is admitted to the closed extraction vessel below the false bottom, and is drawn off at the top. An arrangement of filters and valves, in a common housing, is provided, in connection with the discharge pipe, to drain off the solvent left in the vessel after the extraction is ended, thus keeping this liquor out of contact with the air.

GERMAN POTASH INDUSTRY

A report has just been received here from Berlin of the general meeting of the works belonging to the Burbach concern, held on June 22, at which the chairman made the following statement concerning the present position of the potash industry:

"The sale conditions of the potash industry have considerably improved during the past year. The sales during the first five months amounted to 561,000 tons K_2O , as against 338,500 tons K_2O during the same period last year, an increase, therefore, of 60 per cent. These favorable sales concern principally manufactured goods; in raw salts, business is moderate. For the current and following months a favorable result appears to be assured, as the Potash Syndicate has many orders on hand. The potash industry presents at present the unexpected and astonishing feature of potash works being unable to fulfill the current orders in manufactured goods. As a consequence, in closing down works, particularly those with manufactured goods, the greatest care should be taken and the period until April 1, 1923, for the voluntary closing down of works is considered much too short.

"The reasons for the increased sales are partly to be found in the growing insight in regard to the importance of potash fertilization, the full recognition of which would ensure, in spite of the Alsatian competition, the permanent prosperity of the German potash industry. The direct impulse to the present sale increase during the summer months, during which time sales are usually dull, was given by the Potash Syndicate in granting considerable discounts to agriculture and in obtaining special tariffs from the railways. The comparatively very high summer sale will, in the opinion of the speaker, mean a direct increased sale, as the orders otherwise placed during the autumn cannot, as a rule, be fully met on account of the truck shortage which always sets in.

"It was in consideration of this that the Potash Syndicate agreed to grant discounts, for the inland potash prices in themselves are not such as to allow of discounts. So far it has been possible to keep them low, as they were balanced by the higher export prices. In view of this sound price policy, it is impossible to comprehend the endeavors of the Government to lay a special export tax on the export receipts, which are already helping the inland prices, and, further, it is very dangerous, for should this measure be carried out it would mean an increase of the inland prices, with its consequent evils."

Wants \$5,000 for Using Bar of Soap

A suit against the F. W. Woolworth Co., operating a chain of five and ten-cent stores, has been begun by Miss Maude Farrington of Lowell, Mass., who is endeavoring to recover damages for alleged personal injuries caused, she claims, through the use of soap she purchased at the Lowell store of the company. Miss Farrington asserts that some time ago she purchased a bar of soap at the Woolworth store and the use of the soap injured her skin because of poisonous ingredients which it contained. She asks \$5,000 damages and the case will be heard at the autumn setting of the Superior Court.

Soap Contracts Awarded

Procter & Gamble Co. have received the contract for furnishing 330,000 lbs. of soap powder at \$12,881.70, and Peet Bros. Mfg. Co. received the contract for 200,000 lbs. of the same material at \$8,100, from the Bureau of Supplies and Accounts, Navy Department. Awards were made by the same department to the J. F. Stanley Co. for 69,375 lbs. of fresh water laundry soap at \$523.66, and also for 60,000 of the same to Peet Bros. at \$2,520.

Soap Worth Its Weight in Gold

The discovery of gold crowns in a shipment of soap in Hungary merely confirms a previous impression that over there soap is worth its weight in gold.

FEATURES OF SOAP MATERIAL MARKET

(Continued from next page)

tect the domestic oil industry and would serve as a stimulus to further development of the dairy industry in the United States. Corn oil has ruled steady around a basis of 9 cents f. o. b. point of production. The easier cotton seed oil market has eased the position of peanut oil. Crude soya bean oil for immediate shipment from New York in sellers tanks held at 10 @ 10 $\frac{1}{4}$ cents with offers from the Orient reported at 7 $\frac{1}{8}$ cents a pound. Demand for olive restricted to small proportions.

Industrial Chemicals

While activity in industrial chemicals which enter soaps has been along restricted lines, there has been a sufficient volume of business moving to take the edge off the mid-summer dullness. In fact there have been steady withdrawals here against resting contracts on the majority of the important heavy chemicals.

Export business in caustic soda has been fair during the interval and domestic buying is also satisfactory. American caustic soda has made decided inroads into foreign markets and will continue to do so as English, French and Belgian producers appear to be sold ahead. Steady conditions have prevailed in spot soda ash makers reporting the withdrawals against standing contracts as satisfactory.

The position of carbonate of potash has ruled easy on spot with 80 to 85 per cent hydrated held at 6 $\frac{1}{2}$ @ 6 $\frac{3}{4}$ cents and the 80 to 85 per cent calcined at 4 $\frac{1}{2}$ @ 5 cents. Foreign deliveries of caustic potash have been somewhat more uncertain during the past few weeks, the best price quoted for shipments being 5 $\frac{3}{4}$ cents c. i. f. The domestic producers are out of the market although maintaining 8 cents as a nominal quotation. Producers of sulphuric acid report additional signing up of contracts on the part of principal consuming interests with prices steady at \$14 @ \$16 for the 66 degrees and \$9 @ 11 for the 60 degrees.

Other Soap Materials

Under sustained export buying and fair inquiries for the account of domestic soap manufacturers a steady tone has pervaded the markets for rosins. The majority of concerns are not anticipating future requirements to any special extent. The movement of stocks from primary centres to distributing points has shown a moderate increase. The receipts of rosins at the three leading seaboard markets from the opening of the season to the first week in July were about 90,000 barrels larger than in the corresponding preceding period, although the stocks at distributing points are smaller.

Interference with Sale of Dog Soap and Flea Powder

A French dog specialist offers the diverting announcement that the traditional and ubiquitous flea is indispensable to the health of a dog. He asserts this statement is the result of a long study of dog psychology and sums up in conclusion:

"If dogs should not be compelled to spend a large part of their time in persuasive persistent efforts against epizoots they would lose their most salutary distraction and would promptly become victims of dark and dangerous melancholy."

"David Harum" (Edward Noyes Westcott) said: "A reasonable amount of fleas is good for a dog—they keep him from broodin' on bein' a dog."—*Journal of the American Pharmaceutical Association*.

Fats and Soaps from Waste

British patent No. 172,012 is concerned with a process of separating and recovering fats and soaps from wash liquors by ultra-filtration. The process is especially applicable to the treatment of liquors obtained in wool washing processes. The filtration takes place through an osmotic membrane under pressure and is intended to remove substances in colloidal suspension as well as those in solution, the insoluble organic elements of the suint remaining behind.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Especially for This Journal.)

The market during the past month has been steady and practically unchanged with latest sales of New York extra grade in drums at 6¼¢ for producer's plant or 6½¢ delivered to buyer; while tallow of the New York special grade is being taken at 6½¢ per pound, which is unchanged from recent price.

The demand is quite steady and the undertone firm, and all indications point to a sustained level of prices without likelihood of recession during the next few weeks.

Greases are strong at 5¼¢ for good quality house grease and other grades in proportion with active buying in the Middle West and western points.

Although cotton seed soap stock for forward delivery to be made from the new crop is coming into competition with the prevailing prices for dark greases, this has so far made no appreciable inroad on values, and for a while to come is not likely to do so, although eventually the weight of this competition is bound to have its effect and bring about a larger difference in price between the common grades of greases and medium grades of tallow as compared to what is now prevailing.

July 17, 1922

TOBIAS T. PERGAMENT.

GLYCERIN

(Written Especially for This Journal.)

Since our letter of last month was written, the market for Chemically Pure Glycerine has advanced to 15¢ per lb., in bulk, and the refiners are firm at that figure, for spot and nearby delivery. For contracts as high as 18¢ per lb., is asked. There has been considerable activity in Dynamite and Crude Glycerine and the prices of both grades have advanced more than Chemically Pure; the consumption of the latter grade is very good and the prospects of an improvement in explosives line are bright, consequently the refined market may be expected to remain as firm as it is today, with the chances of it doing better, as time goes on, and the consumption of refined generally, approaches the volume of pre-war business. The factors opposing too great an advance in values, are the Government munitions, which we have spoken of before, and the British stock of Glycerine; while the former lasts, the Powder manufacturers will have their sales curtailed to a considerable extent and in the case of British stocks, there is always a chance of them seeking an export market and in order to be successful along that line, they will have to reduce the price which they now ask; if foreign Glycerine is available at around the prices existing here at present, it will have a very unfavorable effect on our market. In our opinion, any material reaction cannot be expected, but on the other hand the price can very easily rise, 2¢ or 3¢ per lb.

While writing, three of the largest refiners have announced an advance in Chemically Pure, to 15½¢ per lb.

July 17, 1922

W. A. STOPFORD.

VEGETABLE OILS

One of the interesting developments in the fixed oil markets were the negotiations carried on by the American soap trade for the acquisition of some large quantities of Norwegian crude cod liver oil. This has precipitated an upward movement in the oil in Norway, where new oil costs close to \$23 against a prevailing spot price here of \$21 @ \$23 a barrel. Most of the important vegetable oils utilized for soap making purposes have displayed a comparatively steady tone in this market. Crushers of castor oil have advanced list prices to the extent of ½ cent a pound in keeping with the higher cost of castor beans from India. There has been a rather unsettled undertone in cocoanut oil, as domestic Ceylon has been offered for July-August shipment from the coast at 6¼ cents sellers tanks. Offerings of Manila cocoanut have also been freer. The Senate Finance Committee has reached the conclusion that if proposed duties were levied on imports of cocoanut, cotton seed peanut and soya bean oils when imported for use in the manufacture of edible products, they would adequately pro-

(Continued on preceding page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special 6½¢. Edible, New York, 7¼¢@8¢. Yellow grease, New York, 5½¢@5¾¢. Brown grease, New York, 5½¢@5¾¢.

Rosin—Savannah, July 17, 1922.

Common to good	4.50@4.60c.	I	5.00c.
D	4.70@4.75c.	K	5.25@5.40c.
E	5.00c.	M	5.45@5.55c.
F	5.00c.	N	5.70@5.80c.
G	5.00c.	W. G.	6.25@6.30c.
H	5.00@5.10c.	W. W.	6.85@6.90c.
Starch, Pearl, per 100 lbs.			\$2.57-\$2.85
Starch, powdered, per 100 lbs.			2.47- 2.75
Stearic acid single pressed, per lb.			9c.
Stearic acid, double pressed, per lb.			9½c.
Stearic acid, triple pressed, per lb.			10½c.
Glycerine, C. P., per lb.			15 @ 15½c.
Glycerine, dynamite, per lb.			14 @ 14½c.
Soap lye, crude, 80 per cent, loose per lb			09½¢ @ 10c.
Soap lye, saponification, 80 per cent, loose per lb.			10 @ 10½c.

Oils

Cocoanut, edible, per lb.	09¾¢ @ 10¼c.
Cocoanut, Cochín, Dom., per lb.	08¼¢ @ 08½c.
Cocoanut, Ceylon, Dom., per lb.	08½¢ @ 08¾c.
Palm, Lagos, per lb.	07 @ 07¼c.
Palm, Niger, per lb.	06½¢ @ 06¾c.
Palm, Kernal, per lb., nominal.	08½¢ @ 08¾c.
Cotton, crude, per lb., f. o. b. mill.	08½c.
Cotton, refined, per lb., New York.	10¾¢ @ 11c.
Soyo Bean, per lb.	11 @ 11¼c.
Corn, crude, per lb.	11¼c.
Castor, No. 1, per lb.	12½c.
Castor, No. 3, per lb.	12c.
Peanut, crude, per lb.	11¼¢ @ 11½c.
Peanut, refined, per lb.	12½¢ @ 13c.
Olive, denatured, per gal.	1.15 @ 1.16
Olive Foots, prime green, per lb.	08¼¢ @ 08½c.

Chemicals

Soda, caustic, 76 per cent, per 100 lbs.	3.55 @ 3.60
Soda Ash, 58 per cent, per 100 lbs.	1.75 @ 2.10
Potash, caustic, 88@92 per cent, per cwt.	
f. o. b. Works.	05½¢ @ 06c.
Potash Carbonate, 80@85 per cent; per lb. N. Y.	04¾¢ @ 05¼c.
Salt, common, fine, per 100 lbs.	nominal
Sulphuric acid, 60 degrees, per ton.	9.50 @ 10.50
Borax, crystals, per lb.	05¼¢ @ 06c.
Borax, granular, per lb.	05½¢ @ 06c.
Zinc Oxide, American, lead free, per lb.	07 @ 08½c.

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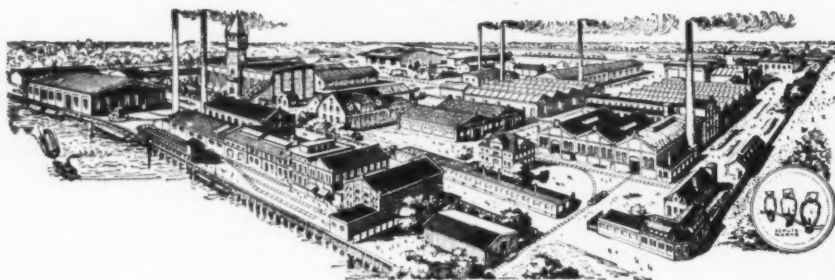
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Every "National" Food Color, whether a primary or a blend, is certified to and tested by the United States Department of Agriculture, Bureau of Chemistry. This is to secure purity, and absolute standardization

Insist on this package —
every one bears the name of the maker —

National Aniline and Chemical Company, Inc.

New York
Boston

Chicago
Hartford

Philadelphia
Charlotte

Montreal
Toronto

Providence
San Francisco

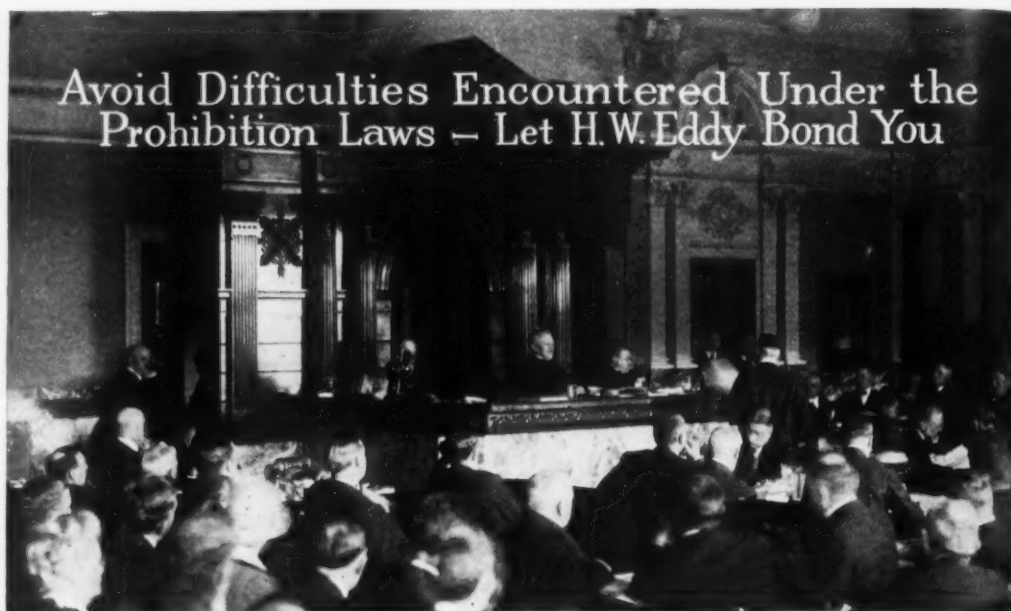
Sold by Leading Supply Houses and Jobbers



The "National" trade-mark on every package implies quality and uniformity.

The original names of the 27 "National" Blends are copyrighted, and designate a true-to-nature shade in every instance.

Each package sold is stamped with the Government lot number and an individual package number.



My Service

THE many details to be complied with and the difficulties encountered under the Prohibition Laws are responsible for the existence of my office.

Over 12,000 firms, who have qualified under the Prohibition Laws, are now patrons of my office.

Between \$30,000 and \$40,000 is annually expended by me in service gratuitously rendered to my patrons. This service includes the proper drafting of applications for permits and the supplemental forms from time to time as required; and, also,

the annual preparation of renewal applications, ready for signature. In addition, thousands of inquiries for information under the Prohibition Laws are answered. Practically every question that has arisen under the Prohibition Laws has been answered by my office.

My service department is a clearing house for all difficulties experienced by permittees.

No charge is made for the extensive service I render my patrons; and the price at which bonds are sold is the same as others charge.

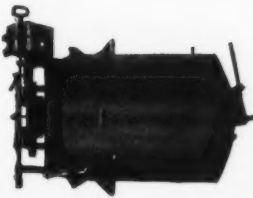
Troublesome Details Are Eliminated For You
Nothing For You to Do But Sign Your Name

H. W. Eddy

Specialist in Non-Beverage Distilled Spirits Bonds

506 OLIVE STREET

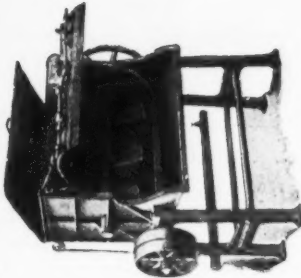
ST. LOUIS, MO.



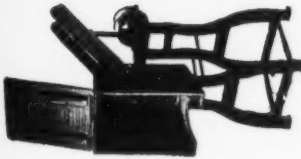
PERFECTION Crutcher.



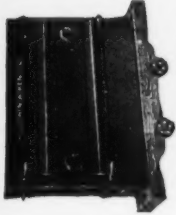
HORIZONTAL Crutcher.



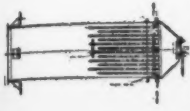
IDEAL Amalgamator.



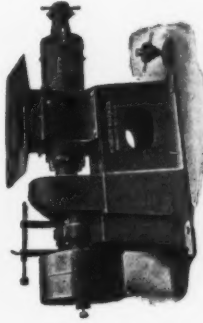
Soap Chipper.



STANDARD Soap Frame.



ACME Remelter.



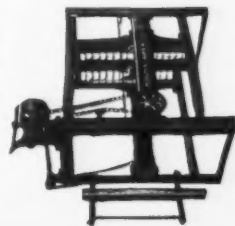
TYPE "F" Plodder.



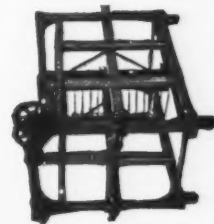
DOUBLE BACK Cutter.



AIKEN Power Cutter.



AIKEN Power Slabber.



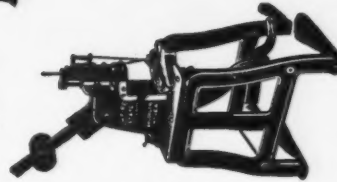
CHAMPION Slabber.



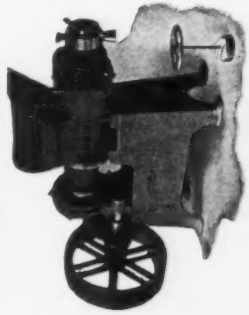
No. 4 Soap Press.



Soap Dies.



EMPIRE STATE Soap Press.



2, 3- and 4-Roll Soap Mills.

4, 6, 8, and 10-Inch Screw Soap Plodder.

HOUCHIN-AIKEN CO. INCORPORATED ENGINEERS AND MACHINISTS SOAP MACHINERY

Kettles, Crutchers, Frames, Slabbers, Cutters, Remelters, Presses, Chipppers, Mills, Plodders, Soap Dies, Perfume Mixers
GLYCERINE MACHINERY

Plans and Specifications for Plants—Old Plants Remodeled
BROOKLYN, N. Y.
26 Court Street

HAMMILL & GILLESPIE, INC.

Founded A. D. 1848.

240 and 242 FRONT ST., NEW YORK

IMPORTERS AND GRINDERS

Prime LEE MOOR, Bolted Grade of
ENGLISH CHINA CLAY (KAOLIN)

Foreign—**TALC**—Domestic
FULLER'S EARTH (Genuine English)

INFUSORIAL EARTH
PRECIPITATED CHALK
PREPARED CHALK

STEARATE OF ZINC
PARIS WHITE
WHITING—All Grades

LILY D.

\$12.00 per lb. Trial ounce \$.85

The pleasing and widely adaptable oil, irresistible because of its likeness, in odor, to the growing Lily of the Valley's. Can be used in Perfumes, Toilet Waters, Creams and Powders. Order a trial ounce and test this wonderful Lily Oil.

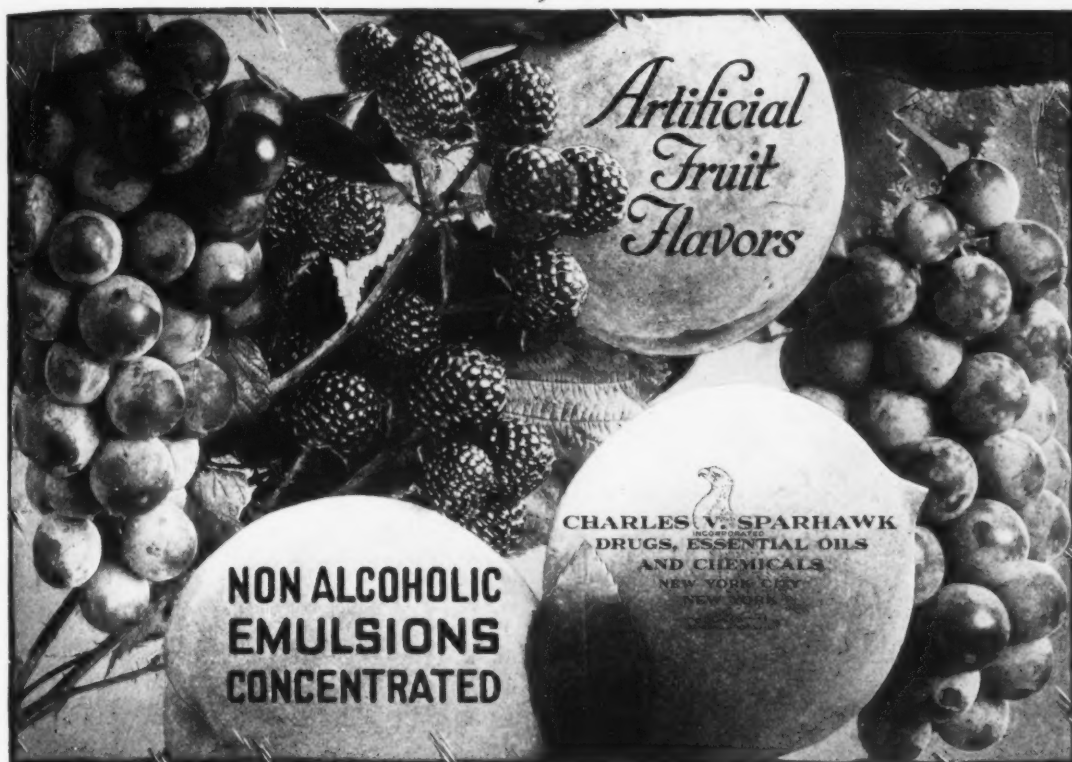
COMPAGNIE PARENTO, Inc.

NATURAL AND SYNTHETIC RAW MATERIALS
FOR THE PERFUME AND SOAP MANUFACTURER

General Offices
505 Fifth Avenue
NEW YORK CITY
Tel. Vanderbilt 4736

Western Office
410 So. Michigan Ave.
CHICAGO, ILL.
Tel. Harrison 7207

WORKS
CROTON-ON-HUDSON
New York



OPERATING SINCE 1836

TOILET WATER AND PERFUME

BOTTLES

STOPPERED, CAPPED OR FOR CORKING

WHITALL TATUM COMPANY

NEW YORK.
46 and 48 Barclay Street,
P. O. Box 833, City Hall Station.

PHILADELPHIA.
410-416 Race Street,
P. O. Box 1639.

BOSTON.
91 Washington St., North.

SAN FRANCISCO.
379 Mission Street.

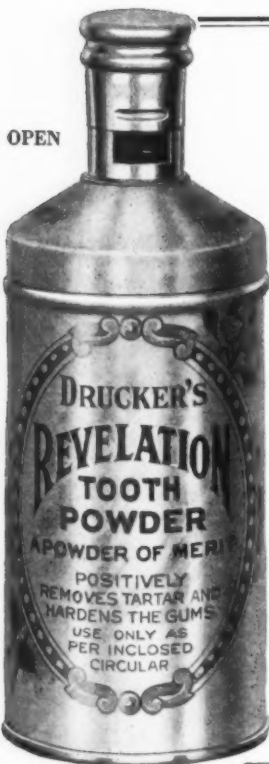
SYDNEY, N. S. W.
Agency
387 George Street.

BUENOS AIRES, A. R.
Calle Bolivar, 240.

GLASS WORKS,
MILLVILLE, N. J.

RUBBER WORKS,
KEYPORT, N. J.

Samples of our goods can be seen at our sample room, 14 N. Franklin Street, Chicago.



Telescope Top for Tooth Powder Cans

To retain, and even *improve* your business in tooth-powder, in the face of tooth paste popularity, it is necessary to *modernize* the package.

Write for sample.

Designers and manufacturers of Sheet Metal Specialties—such as caps for talcum and tooth-powder cans and jars in Brass—Polished Nickel Plated, etc.—and other metals.

BRASS GOODS MFG. CO.

345 ELDERT ST., BROOKLYN, N. Y.

The Prettiest Powder Puff You Ever Saw

WITH A RIBBON HANDLE
THAT CAN'T PULL OFF

For thin vanity cases, 2½ in. and 1½ in. in diameter

Write for Samples

MAURICE LÉVY

Hygienol Building

120-22 West 41st Street

New York

PERFUMERS & JEWELERS BOX CO.

Incorporated 1914

214 216 West 14th Street
NEW YORK

Attractive, Well-made Boxes



**ARTIFICIAL
FRUIT
FLAVORS**

Raspberry—Strawberry—Grape—Pineapple—Etc.

H. C. RYLAND

ESSENTIAL
OILS

Importer and Exporter
52 LAIGHT ST.
NEW YORK

AROMATIC
CHEMICALS

Chicago Office: 2704 Greenview Avenue



LET US SHOW YOU SOMETHING NEW!

Our designing department is continually bringing out new styles and patterns of boxes. Please let us have an opportunity to show you samples of Face Powder, Perfume and Combination Set Boxes.

*HAVE YOU SEEN THIS
BOX AT THE CORNER
DRUG STORE?*

ONE OF THE LARGEST
COMBINATION SET BOX
MANUFACTURERS IN THE
COUNTRY.

YOUNG BROS., Displayologists
(Reg. U. S. Pat. Office)
PROVIDENCE, R. I.

SOCIÉTÉ FRANÇAISE DE PRODUITS AROMATIQUES

ANCIENS ÉTABLISSEMENTS

—GATTEFOSSÉ—

Artificial Flower Perfumes 100% and Specialties for Perfumers and Soap Makers
Artificial Essences: Taylor, Orient Special, Series "2000," "Paris," Series Sur Fleur L,
Ionones, Fixators

Essential Oils (Natural)

Terpeneless Essential Oils

Pure Synthetic Perfumes

(Concentrated, Extra Soluble in
Diluted Spirit)

Geranyl Acetate
Iralol Alpha
Iralol Beta
Iralol Savon

Terpinyl Acetate
Methyl Anthranilate
Neroline Crystals
Terpineol, Extra

Yara Yara
Benzyl Benzoate
Benzyl Alcohol
Benzyl Acetate, Extra

Linalool from Bois de Rose
Linalyl Acetate
Bromstyrol
Geraniol Standard

Perfumes for toilet soap makers at especially attractive prices. Stable at high temperatures, Immune to alkalis, Permanent odor.

SOLE AGENTS FOR THE UNITED STATES

COIGNET CHEMICAL PRODUCTS CO., Inc.

17 State Street

New York, N. Y.

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of

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B E A U T I F U L D E S I G N

E X C E L L E N G W O R K M A N S H I P

S U P E R I O R D E C O R A T I N G



ATLANTIC MANUFACTURING CO.
46-56 NASSAU STREET
NEWARK, N. J.



ORIGINATORS
of
LEAK-PROOF
SPRINKLERS



IMPERIAL METAL
MANUFACTURING CORPN.

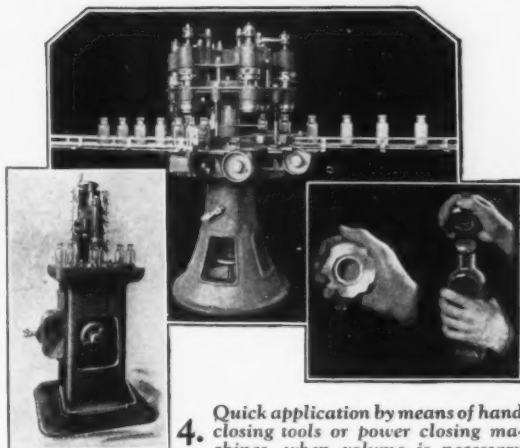
81-85 SUNSWICK STREET
LONG ISLAND CITY, N. Y.

Use
HAMPDEN
FANCY
BOX
PAPERS
Exclusive
Designs

WRITE for
samples and
prices. Tell us
your box cover
paper problems.
We can supply
the answer.

HAMPDEN GLAZED
PAPER & CARD CO.
HOLYOKE, MASS.

What you should know about the Duplex Seal



4. Quick application by means of hand closing tools or power closing machines, when volume is necessary

SPEED!—Another advantage of the Duplex Seal. The Duplex 6-Spindle *Power Closing Machine* seals 60 to 90 containers a minute.

The Duplex Single Spindle *Closing Machine* seals 25 to 30 containers a minute.

The Duplex *Hand Closing Tool* averages 15 sealings a minute, depending on skill of operator.

1. Mechanical simplicity and scientific correctness—assuring an absolute and permanently air-tight seal.
2. Liners to meet chemical and physical requirements of the product.
3. Your choice of standard designs or your own special seals having your trade-mark handsomely embossed or lithographed.
4. Quick application by means of hand closing tools or power closing machines, when volume is necessary.
5. No springs, levers or wires liable to be broken by the consumer.
6. Opened by the consumer with quarter turn of the wrist and closed with same easy motion—a *positive* re-sealing device.

The Duplex Seal protects the products of hundreds of manufacturers of food products, toilet specialties, household remedies, candies, etc., against deterioration, evaporation or leakage.

Practically all glass manufacturers can supply containers with a perfect Duplex finish to fit Duplex Seals.

* * *

Interesting information regarding the glass package art, artistic Seal designs, Seal liners to meet special chemical reactions, etc., gladly furnished by our Service Laboratories to manufacturers. Our new catalog is interesting.

The Duplex Seal

A PERFECT SEALING & RE-SEALING
CAP FOR GLASS BOTTLES & JARS

NATIONAL SEAL COMPANY, Inc.
Executive Offices - 14th Avenue and 36th Street, Brooklyn, N.Y.
Works - BROOKLYN, N.Y. PORTLAND, ME

815 Merchants National Bank Building, San Francisco, Calif.
Webster Building, 327 S. La Salle Street, Chicago, Ill.
Liberty Central Building, St. Louis, Mo.
Newport Building, 68 Devonshire Street, Boston, Mass.

Duplex Seals manufactured and sold in Canada by
The Canadian Bond Crown Co., Ltd., 75 Panet St., Montreal



Pure
Tin
Plain or
Decorated

COLLAPSIBLE TUBES

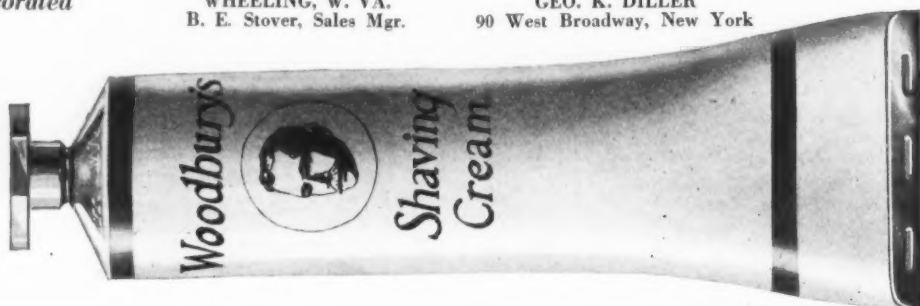
Guaranteed not to peel or crack

WHEELING STAMPING COMPANY

Factory
WHEELING, W. VA.
B. E. Stover, Sales Mgr.

Eastern Representative
GEO. K. DILLER
90 West Broadway, New York

Lead
Plain or
Decorated



BUTYRIC ETHER

(ETHYL BUTYRATE)

Iso-Butyl Acetate
Iso-Butyl Butyrate

Ethyl Valerate
Methyl Benzoate

BUTYRIC ACID—All Strengths

ESTABLISHED 1882

THE NORTHWESTERN CHEMICAL CO.

The Largest Makers of Butyric Ether in the World

WAUWATOSA

WISCONSIN

KARL KIEFER Automatic Rotary Vacuum Filling Machine

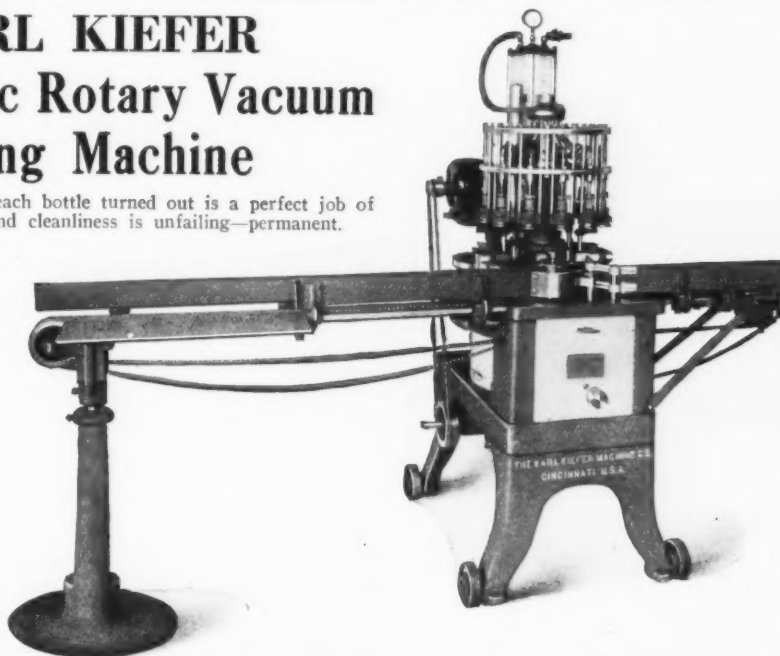
With this machine, each bottle turned out is a perfect job of filling. Its accuracy and cleanliness is unfailing—permanent.

Instantly rejects bad or broken bottles—cannot fill them. There is no waste of product or soiled bottles.

It's a constant producer—filling bottles all the time.

For light and heavy liquids, foamy liquids, emulsions, oils, etc. Quickly adjustable for different sizes of bottles. Made with automatic chain or plate feed.

Cuts filling and finishing costs to the bone. It will pay you to investigate.



THE KARL KIEFER MACHINE CO., Cincinnati, Ohio

“CENTIFLEUR”

Will help you to produce best quality odors.

“METHYL XYLIC ESTER”

Will help you to produce lasting odors.

SAMPLES UPON REQUEST

VAN DYK & COMPANY

INC. 1904

4-6 Platt Street

New York, N. Y.



"Keep the Bottle Tightly Corked"

THE fulfillment of this terse direction is often rendered well-nigh impossible by the manufacturer himself. Suppose he sends out a preparation with this instruction on it, but uses a stopper that easily splits, breaks or crumbles. If the customer does not have another cork in the house, what is he to do?

Why not stopper all of your prescriptions with

Circle © Corks

Moderate in Price

Uniform in Quality

Cut from selected corkwood, they are all strong and sound. And because trained sorters grade them accurately according to quality, only real Circle C's get into a Circle C bag. You may rest assured that your customer will suffer no inconvenience from broken corks when you use Circle C's.

*You may have a sample bag of 100
Circle C Corks, in sizes from
2 to 6, for 10c in coin or stamps.*

Armstrong Cork Company, 139 Twenty-third Street, Pittsburgh, Pa.



DEJONGE Quality Papers



The business of this house was founded some seventy-five years ago to manufacture Surface-coated, Embossed and Art papers of the highest quality for perfume and toilet preparation Box Coverings. We shall be glad to have our branch representative call and help you select papers best suited to your requirements.

May we serve you?

LOUIS DEJONGE & CO.

69-71-73 Duane Street
NEW YORK

Increase Your Sales, Profits and Prestige!

We will manufacture for you, in bulk or complete package, your private brand dental cream, shaving cream, massage cream, cold cream, face or talcum powder, hair tonic, soft drink flavors—any chemical or pharmaceutical preparation for less than you can do it yourself.

WRITE FOR DETAILS.

Commercial Laboratories, Inc.

Newark,—New York State



Mechanical & Chemical Equipment Corporation

PHILLIPSDALE RHODE ISLAND



*Manufacturers of all sizes and types of collapsible tubes
plain and decorated*

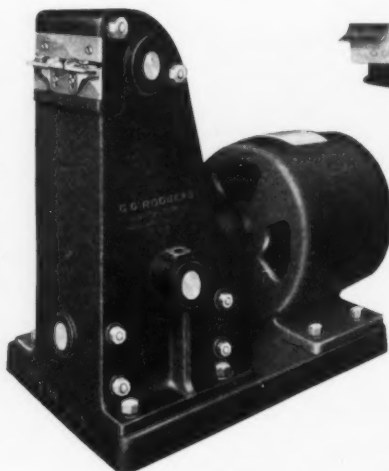
HAND TUBE FILLER

No. 6-A

Diameter 14"
Height 29"
Capacity
5 Gallons
Weight
85 Lbs.

HOT WATER BASE

Fills from 15
to 20 Tubes
per Minute
Tubes $\frac{3}{4}$ to
 $1\frac{1}{4}$ " Diameter

**Electric Driven
Power Crimping Machines**

HEIGHT 12 INCHES WIDTH 7 INCHES
LENGTH 14 INCHES WEIGHT 95 LBS.
CRIMPS 0 TO 8
 $\frac{1}{8}$ H. P. MOTOR—RUNS FROM ANY LAMP SOCKET

**HAND TUBE
FOLDER.**

Folds from 0 to 8
clips. Weight, 5 lbs.

No. of Clip	Diam. of Tube
1	$\frac{1}{2}$
2	$\frac{3}{8}$
3	$\frac{3}{4}$
3A	$\frac{7}{8}$
4	1
4A	$1\frac{1}{8}$
5	$1\frac{1}{4}$
6	$1\frac{1}{2}$
7	$1\frac{3}{4}$

No. of Clip	Diam. of Tube
1	$\frac{1}{2}$
2	$\frac{3}{8}$
3	$\frac{3}{4}$
3A	$\frac{7}{8}$
4	1
4A	$1\frac{1}{8}$
5	$1\frac{1}{4}$
6	$1\frac{1}{2}$
7	$1\frac{3}{4}$

**THE CLIP THAT DOES NOT
CUT THE TUBE**

Use Clip Numbers when
ordering From 0 to 6
carried in stock
Larger sizes furnished
promptly

Tube, Jar or Powder Labor Saving Filling Machinery

Send for catalog of full line of hand and power equipment.

GEORGE G. RODGERS, Springfield, Ohio

F e n e s t r a



THE ideal Transparent wrap-
ping for soap, perfumery,
powder puffs, and countless
toilet preparations. Fenestra will
keep your goods, boxes, bottles
and delicate labels clean and tidy
on the dealer's counter or in the
shop window.
Fenestra is NOT gelatine. It is

pure cellulose — tough, strong,
airtight, grease and waterproof.
It may be had colorless, in colors
or embossed.

Genuine Fenestra is manufac-
tured only by Compagnie la Cel-
lophane, France.

Fenestra Envelopes, Bags, Discs
and labels.

*Write for Samples and Prices.***B I R N & W A C H E N H E I M***Exclusive importers into the United States.*

121 W. 17th Street

New York, N. Y.

*Peerless Tube Co.
Bloomfield, New Jersey*

*Peerless Service
Peerless Art Tubes
for Cold Cream - Tooth Paste
Shaving Cream - Flavoring Extracts
Medicated Ointments Etc.*

*Chicago Agents
Meadows & Tower
82 Washington St.*

*Factory & Main Office
35 Locust Ave.
Bloomfield, N.J. -*



Quality Synthetic and Artificial Raw Materials

SYNTHÉFLORAL

GABRIEL RAPHEL

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ALDEHYDES C8—C14

AMYL PHENYL ACETATE

BUTYL PHENYL ACETATE

LINALYL ACETATE

OCTYL ACETATE

PARACRESOL ACETATE

PHENY ETHYL ACETATE

CIVET ART. LIQUID

CINNAMIC ALCOHOL

OCTYL ALCOHOL

PHENYL ETHYL ALCOHOL

GERANIOL C.

GERANIOL FOR SOAP

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Samples and Prices for the asking.

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24-26 Wooster Street, New York, N. Y.



SCOVILL SERVICE

YOU have in mind some article to be made from metal. Let us say that it is a useful toilet article, neatly designed and beautifully finished.

WE, on the other hand, have the facilities for starting directly from the raw materials and carrying out your ideas clean to the finish.

Let's get together.

Brass Mill Products

Manufactured Articles to Order

Scovill Manufacturing Company

ESTABLISHED IN 1802

Waterbury, Connecticut

NEW YORK

CHICAGO

PHILADELPHIA

CLEVELAND

BOSTON

GEORGE SCHMITT & CO. INC.

SUCCESSORS TO

SCHMIDT & CO.

Art Lithographers and Printers

ESTABLISHED 1874

PERFUME LABELS, CARTONS
AND DISPLAY SIGNS
OF EVERY DESCRIPTION
OUR SPECIALTY

GRAND & FLORENCE STS.

BROOKLYN, N. Y.

SIERRA TALC



Your Safeguard is Branded Talc!

Is there any reason why you should not take the same precaution in selecting talc that you do in choosing other materials?

When you buy Sierra Talc you get a talc, branded and labeled—every bag is of the same uniform quality—identified as standard through rigid inspections and stamped with the Sierra Brand.

We are proud of the product—jealous of its reputation and character in the perfumer trade. We guarantee its uniform quality.

Sierra Cloud

An extra fine product for finer uses, which passes through No. 25 silk bolting cloth.

Sierra Snow

Milled much finer than the regular commercial grades of No. 200 mesh talc.

Remember—the brand on Sierra Talc is your assurance of the uniform high grade product

Write us for samples and prices—or if a broker, about territory

INYO TALC COMPANY ::

Equitable Bank Building
Los Angeles, California

INYO TALC COMPANY
MANUFACTURERS OF
HIGH GRADE TALC PRODUCTS
LOS ANGELES, CALIF.

Eastern Talc Company,
Boston, Massachusetts.

Gentlemen:

We are very glad to hear that the carload of Sierra Talc, which we shipped to you by steamer, arrived in good condition.

We also note that you like our system of branding Sierra Talc.

This confirms our five years experience and knowledge that not only must the rock be perfect, the mining and milling done in the most improved fashion, but that -- manufacturers appreciate the value of brands.

It is their assurance of the uniform grade of talc. Because of this -- we have adopted the policy of selling Sierra Talc in one hundred pound bags, branded with our own Sierra Brand.

This is just one of the many steps we take to assure ourselves that a native talc of absolutely highest grade is always available for the most exacting manufacturers.

We have previously told you how the talc rock is hand-picked and inspected three times before it reaches the mill, of how the most modern machinery is used in the milling processes and of the care taken in shipping Sierra Talc.

When we look back and think of the carloads of Sierra Talc we have shipped you every month in increasing quantities, we feel that your customers find Sierra Talc meeting their exact requirements.

It is these repeat orders that we want and on which we are building our business.

Trusting to hear from you again in the near future, we remain

Very truly yours,

INYO TALC COMPANY

P. D. Booth
Sales Manager.

PHB*A

GLOBE COLLAPSIBLE TUBE CORPORATION

401-405 JEFFERSON ST., HOBOKEN, N. J.

Plain

Quality containers of elegance and refinement—and more—they are mechanically perfect.

Decorated

MANUFACTURERS OF
PURE TIN AND LEAD-ALLOY COLLAPSIBLE TUBES



EVERGREEN CHEMICAL CO.

Blenders of Conc Flower Oils and Colors

Established 1898

9 CHURCH ST., NEW YORK

Try these few, Extra Quality and Value.

FOR COLD CREAM

Rose "E," lb. \$25.
4 oz. to 100 lbs.
A Cream "Seller"
and Advertiser.

Lemon Cream Oil,
lb. \$12. 6 to 8 ozs.
to 100 lb. Will not
oxidize or burn
the skin.

FOR GREASE- LESS CREAM

Lilac No. 100—
per lb. \$9.
6 ozs. to 100 lbs.
Successful for 15
years

QUININE "F" OIL

lb. \$7. Guaranteed
to produce odor
of the imported.

Full assortment of odors, various grades, for Creams, Face and Talcum Powders, and all Toilet Preparations.

We are Headquarters for

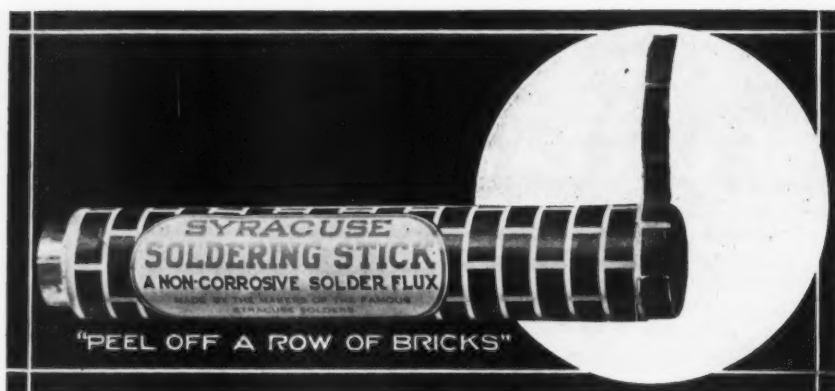
Blended Conc Flower Oils

Booklet of Toilet Formulae, and complete price list on application; also if you have any difficulties to overcome, write us, we may be able to assist you. No obligations.

ECCO OILS

ECCO OILS





Another
**VICTOR
TUBE**

(Patent pending)

This tube is especially adapted to articles in stick form such as *shaving sticks, camphor sticks, lip sticks, talcum sticks, etc.* It is economical and practical. Shall we send you a sample?

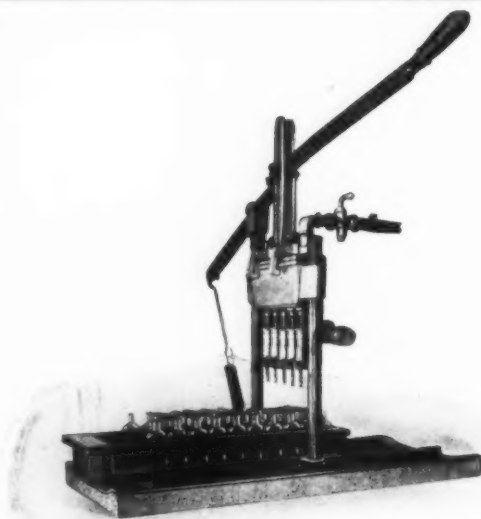


VICTOR COLLAPSIBLE TUBES are beautiful. They are also as perfect, mechanically, as it is possible to make a tube. Strong enough to withstand pressure without breaking, tight fitting yet easy turning caps—in these qualities and their

beauty in finish, color and design, lies the dominance of Victor Tubes.

Without charge, we will submit a model in the form and colors of your finished tube.

VICTOR METAL PRODUCTS CORPORATION
29 Broadway New York City



INVESTIGATE

THE
"Success" Bottle Filler

Accurate and rapid filling of any size or shape bottle.

Made in all capacities for both hand and automatic operation.

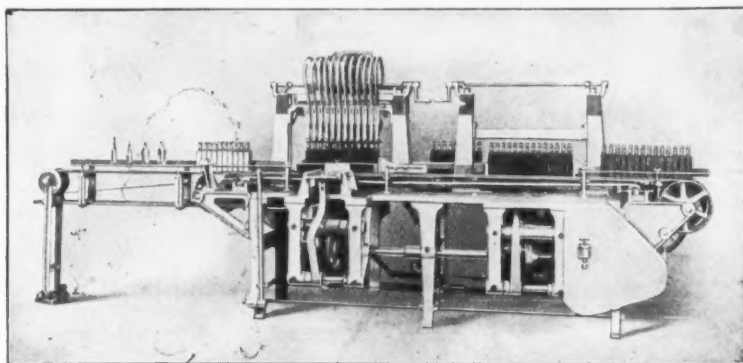
Over Thirty Years' Experience in the Manufacture of Filling Machines.

"The Liquid" Carbonic
Company
CHICAGO
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Branches in all principal cities.

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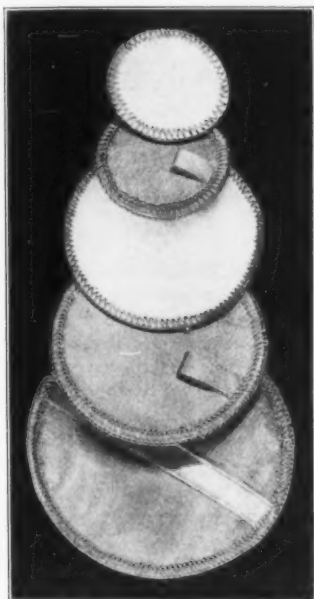
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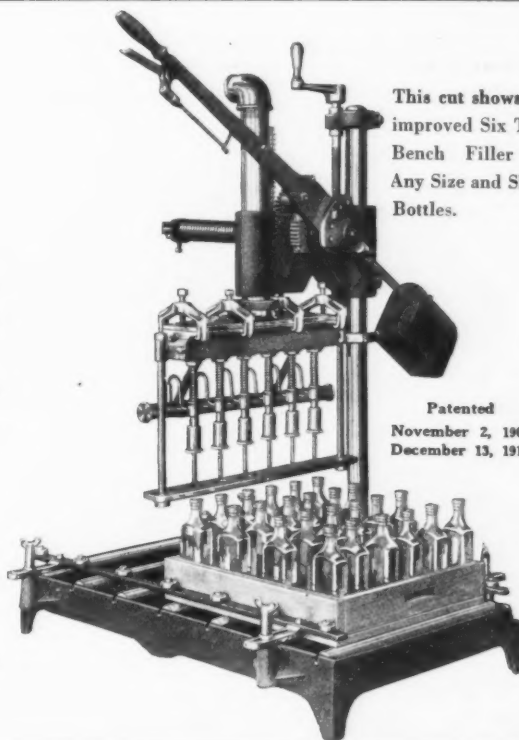
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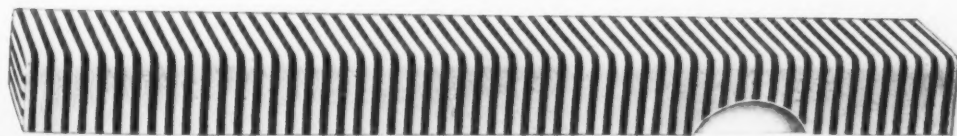
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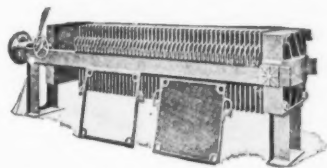
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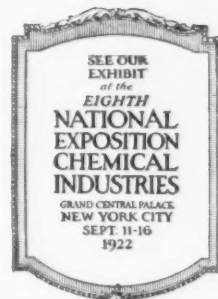
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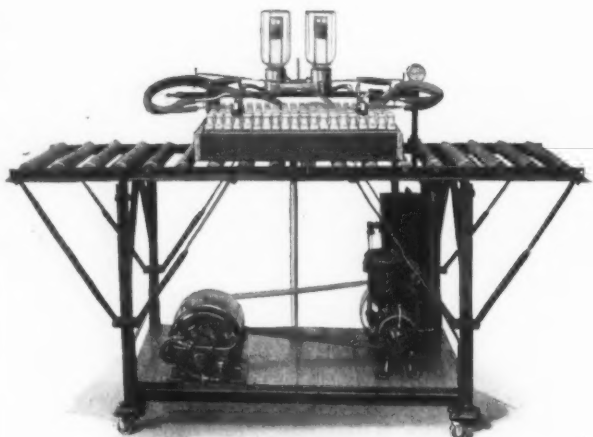
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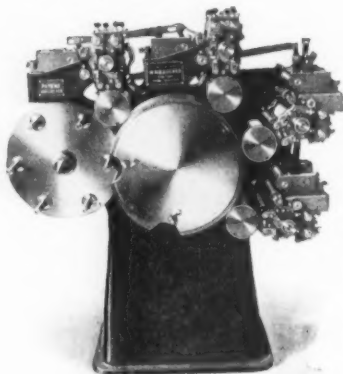
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1/8 oz. Size Only

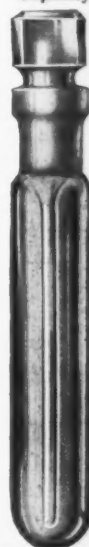
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Uniformity.

Quality
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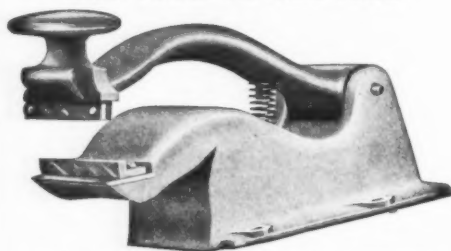


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COLLAPSIBLE TUBES

(ALL SIZES)

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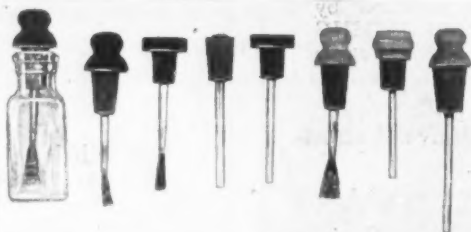
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Jeunesse

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Consult the Patent, Trademark and Copyright Department of the

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14 Cliff St. New York City

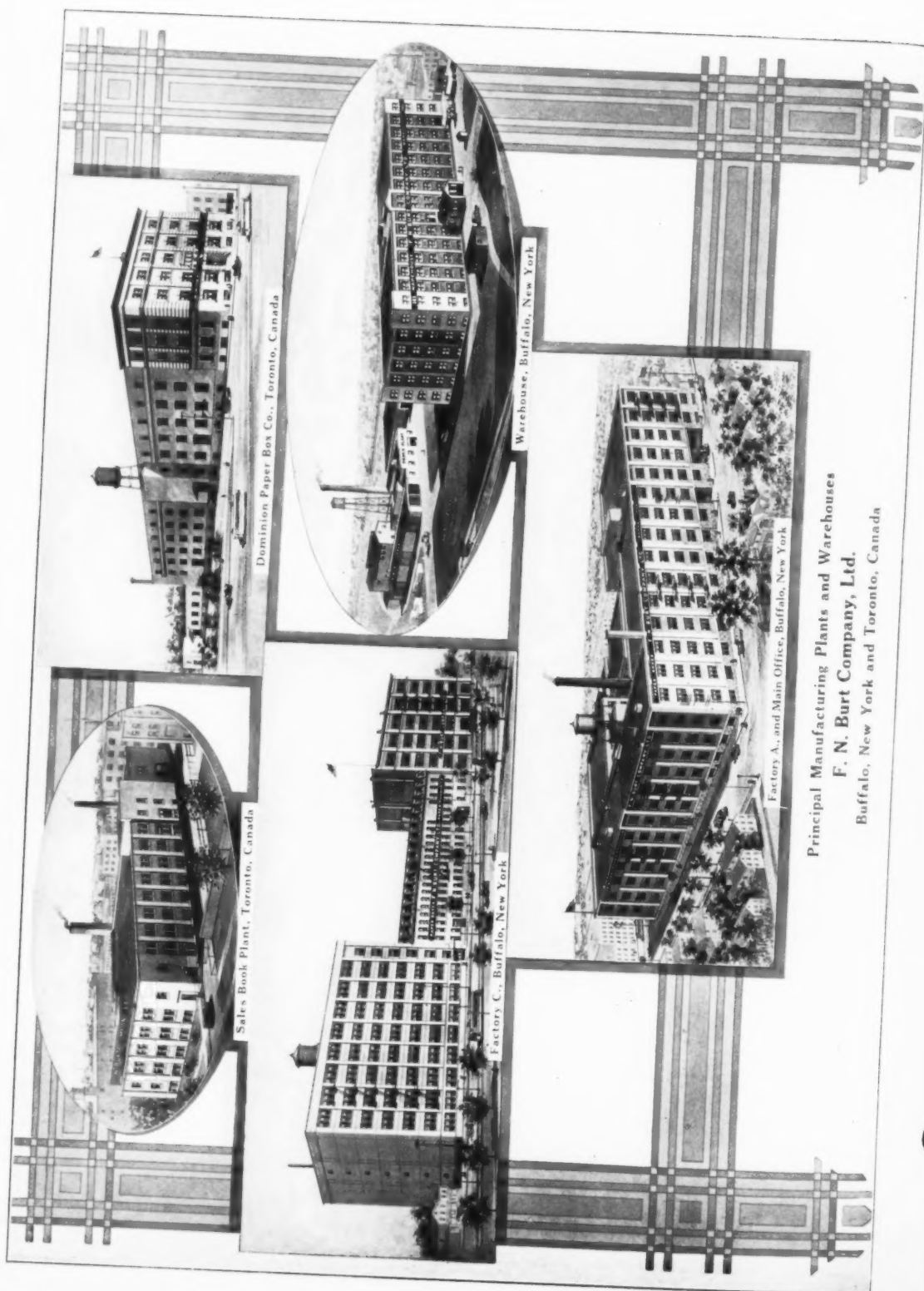
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Most exclusive perfume bottles in
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Exclusive rights given to special
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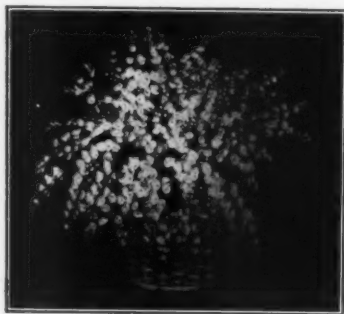
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(Continued on page 102)

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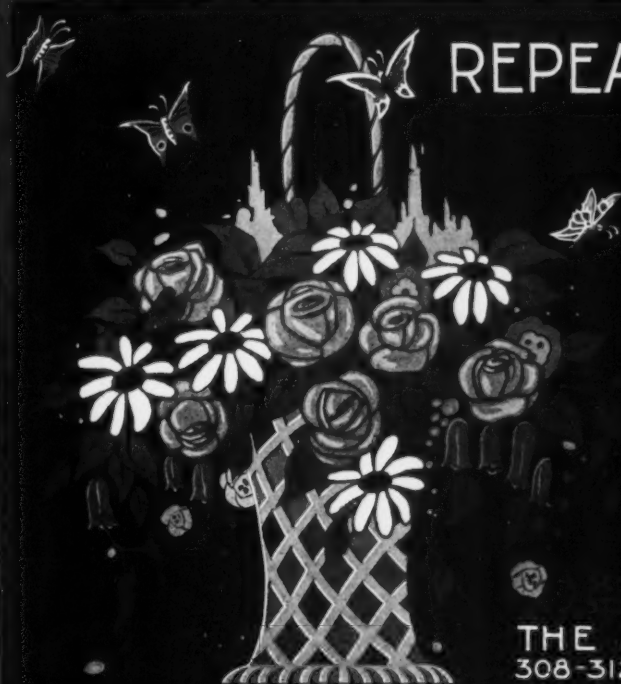
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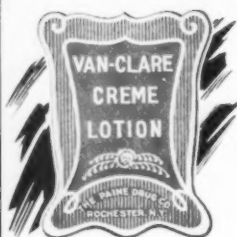
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(Continued from page 100)

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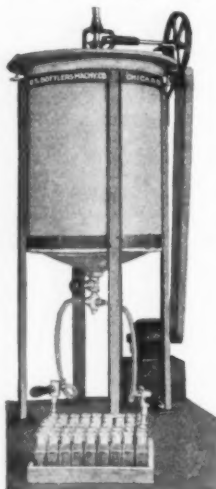
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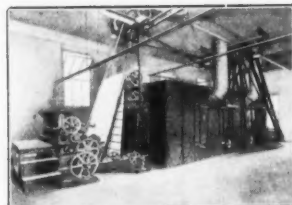
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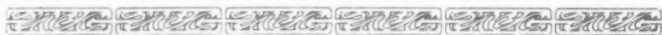
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